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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 1 NEW YORK, U.S.A., FRIDAY, JULY 1, 1949 TEN CENTS

Zanuck Takes Exhibitor Side OnFilmTheme

But Would Like to See Public Tastes Altered

Darryl F. Zanuck yesterday went to the defense of exhibitor insistence on popular, mass-appeal entertainment in motion pictures, against product of high artistic levels or controversial in theme, for the reason that the latter could involve commercial uncertainties in a business which, Zanuck said, theatremen are called upon to operate on a sound basis.

Darryl F. Zanuck

The 20th Century-Fox production chief admitted that he took issue with Joseph L. Mankiewicz, writer-producer under contract to 20th-Fox, who voiced unrestrained criticism of theatremen and their production dictates when he participated in a forum on films which was con-

(*Continued on page 3*)

UA Probes Plan for $4-MillionFinancing

Gradwell Sears, president of United Artists, is expected to return to the Coast early next week for conferences with co-owners Mary Pickford and Charles Chaplin on the results of his latest efforts to raise new capital for company operation and production financing. Some members of the board reportedly will join in the Coast meeting.

Sears visited New York banks this

(*Continued on page 3*)

M-G-M Sets 10 for Next Three Months

Ten features have been set by Metro-Goldwyn-Mayer for release in the next three months.

For July, there will be the Technicolor reprint, "Wizard of Oz," and "Any Number Can Play," "The Strat-

(*Continued on page 3*)

Zanuck-isms . . .

"EUROPE is astonished at New York film critics. It was astonished, too, at Hollywood for giving an Oscar to 'Hamlet.' Our pictures are the best liked throughout the world."

•

"Hollywood today is more concerned with the search for talent than for appearances."

•

"I don't see how Hollywood can be accused of being backward. Often we are far ahead of the country. We were investigated in Washington one year before Pearl Harbor for making films which branded Fascism as wrong."

•

"Hollywood has no 'policy' against buying Broadway production properties. We have purchased little only because for the last three years Broadway has had so little to offer."

•

"I think the National Exhibitors Film Co. is a wonderful idea. More exhibitors, and distributors, too, should see more of Hollywood and learn what production is."

NTFC Would Operate As Ascap of Video

As a result of its first quarterly forum meeting, held here yesterday, the National Television Film Council is considering functioning for TV film producers as Ascap now performs for music authors and pub-

(*Continued on page 3*)

6 Houses Closing in Summer Experiment

Schenectady, N. Y., June 30.—Six of Schenectady's seven independent theatres will for the first time close from July 1 until July 14. The managements decided that a summer period with a July 4 weekend would be bad for business. Lights will go out at the American, Cameo, Colony, Crane, Lincoln and Rivoli. The Palace will be the only city independent remaining open.

The closing will virtually give the five Fabian houses the town to themselves. Other exhibitors and distributors will watch closely results of the experiment which has been discussed for some time.

PCCITO and MPIC Accept 'P. R.' Bids

WASHINGTON, June 30.—The Motion Picture Association of America today received acceptance from the Pacific Coast Conference of Independent Theatre Owners and the Motion Picture Industry Council to invitations sent earlier this week to West Coast meetings to discuss the industry plans for improving public and trade relations.

The PCCITO meeting will be held at the St. Francis Hotel, San Francisco, on July 12, with representatives from that city, Los Angeles, Seattle, Portland and Salt Lake City being designated to meet with Eric Johnston,

(*Continued on page 3*)

Senate Committee Votes 50% Ticket Tax Slash

WASHINGTON, June 30.—Moves to cut Federal excise taxes, including the 20 per cent admission tax, back to pre-war levels—the ticket tax was 10 per cent—were advanced in both Houses of Congress today.

A bill approved by the Senate Finance Committee would reduce the admissions tax from one cent for each five cents of ticket price to one cent on each 10 cents, a 50 per cent cut.

In the House, Minority Leader Martin filed a petition to bring to the House floor his bill to reduce excises, on which the House Ways and Means Committee has taken no action. Martin's "discharge petition" requires the signature of 218 members before the bill can be brought to the floor.

Fabian to Celebrate 35th Anniversary

Fabian Theatres, operating 57 houses in New York, New Jersey, Pennsylvania and Virginia, will celebrate its 35th anniversary in August, under the direction of S. H. Fabian and Samuel Rosen, circuit heads.

Edgar Goth, director of advertising-publicity for Fabian's Pennsylvania and Virginia theatres, has been called to the home office to serve as anniversary campaign coordinator. Goth is also preparing a press book as a guide for anniversary promotions.

Some $3,275 in prizes wil be awarded to Fabian managers for the best

(*Continued on page 3*)

See Revision Or End of U. K. Films 'B' Pool

'Make It Work or Drop It,' Companies Told

Complete abandonment or basic revision of that part of the Anglo-U. S. remittance agreement which creates a separate fund here for division among distribution companies out of the earnings of British films in the American market is being called for by numerous industry executives.

The fund, which is the so-called "B" pool, exists only on paper today, with the first year of the remittance agreement already concluded. Companies, by means permitted under the language of the agreement, have successfully maneuvered away from making payments into the pool.

One means has been the purchase of films in England, transforming them into non-British pictures when distributed here. Another has been the cancellation of American film earnings in Britain against British film earnings here.

Some officials assert that the indus-

(*Continued on page 3*)

Small's E-L Deal Makes No Progress

Doubts concerning the acceptability to Robert R. Young of the proposal by which control of Eagle-Lion would be turned over to Edward Small increased yesterday as conferences went into their second day.

While officials said the outcome still is uncertain and probably will not be

(*Continued on page 3*)

Wirth Tops New WB By-Products Unit

An office to license by-products of Warner Brothers Cartoons, Inc., producers of the Bugs Bunny, Looney Tunes and Merrie Melodies pictures, has been established at the company's headquarters here, with Ben Wirth as general by-products manager.

(*Continued on page 3*)

No Paper Monday

Motion Picture Daily **will not be published on Monday, Independence Day, a legal holiday.**

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Personal Mention

Edward Lachman, president of Allied Theatre Owners of New Jersey, will leave here Thursday for extended visits to England, France and Portugal.

•

Dan Zarrelli, former assistant manager of the Cameo Theatre, Watertown, Conn., has been appointed student manager of the Win Theatre at Waterbury.

•

Richard A. Harper, assistant to M-G-M distribution vice-president William F. Rodgers, will return here Tuesday from a New England vacation.

•

Pilade Levi, Paramount's branch manager in Rome, Italy, has arrived in Hollywood. Russell Hadley, general manager in India, is scheduled to arrive there Monday from New York.

•

Maurice (Red) Silverstein, Loew's International director for Latin America, will leave here by plane Tuesday for Brazil.

•

John Joseph, assistant to M-G-M national advertising-publicity chief Howard Dietz, left here yesterday by plane for Hollywood.

•

E. C. Grainger, head of the Shea Circuit, has become a grandfather for the first time with the birth of a child to Mr. and Mrs. E. C. Grainger, Jr.

•

Howard Newman, manager of San Francisco's St. Francis Theatre, arrived in Los Angeles yesterday for a two-week vacation.

•

Charles Einfeld, 20th Century-Fox vice-president, will leave here this weekend for Nantucket for a brief rest.

Hersholt Heads Fund

Hollywood, June 30.—The Motion Picture Relief Fund last night re-elected Jean Hersholt and all incumbent officers, as anticipated. It also heard proposals for increasing fund revenues, which have been seriously impaired by unemployment in studios. A financial report showed expenses exceeded income by $327,000 during the past year.

New Gluckman Deal

Following the recent contractual agreement whereby the new Glas-Screen has been installed in some 80 Loew theatres, Herman Gluckman, president of Nu-Screen, has closed contracts for installations in theatres of the Interstate Circuit, Dallas.

Lindstrom in UN Post

Eanjandunnar Lindstrom has been named director of the film and visual information division of the UN Department of Public Information, succeeding Jean Benoit-Levy who leaves on July 6. Lindstrom was formerly a film censor in Sweden.

Republic Right in Middle East to Malik

B. H. Malik, head of Dollar Film Co., said here yesterday that he has closed with Republic for distribution rights to all films made by the company in the next four years for the Middle East. He said he has made considerable progress in negotiation of a similar deal with Selznick Releasing Organization and expects to consummate it when he returns to the U. S. in about two months.

Malik will leave here by plane today for Amsterdam, Cairo and Lebanon. He maintains headquarters in Cairo. The Republic deal covers Egypt, Sudan, Abyssinia, Tripoli, Lybia, Syria, Lebanon, Iraq, Iran, Saudi Arabia and Cyprus.

Yates, 'Menace' Cited By Parents Magazine

Parents' Magazine has honored Republic's "The Red Menace" and its executive producer, Herbert J. Yates, with a medal, described as "the first Americanism Award in its history of publishing."

In presenting the award to Yates, president of Republic Pictures, Phil Willcox, director of motion picture relations for the magazine, cited the film and Yates' "for talent of great showmanship brought to the defense of our country."

'Red Shoes' Subject To Museum of Art

Michael Powell and Emeric Pressburger presented to the New York Museum of Modern Art a specially-produced four-reel Technicolor film detailing how the ballet sequences for their production "The Red Shoes" were conceived from a series of sketches. The presentation was held at a reception yesterday at the Bijou Theatre here where the feature is now in its 28th week. Frank McIlhenny, vice-president, and Iris Barry, curator of the film library of the Museum, were present to accept the film. Eagle-Lion is distributing "Red Shoes" in this country.

Powell and Pressburger will leave today by plane for London to prepare for their production "Gone to Earth."

Griffis Ill, Resigns US Post in Egypt

Washington, June 30.—President Truman today accepted "with real regret" the resignation of Stanton Griffis as Ambassador to Egypt. Griffis, chairman of Paramount's executive committee, gave "continued ill health" as the reason for his resignation. "I am indeed grateful to you for the loyal and devoted service which you have rendered," Truman wrote him.

TOA Parley Tuesday

Hollywood, June 30.—The meeting of Charles Skouras, Ted Gamble, Gael Sullivan and the committeemen in charge of plans for the Theatre Owners of America's September convention, originally scheduled to be held here tomorrow, has been postponed until Tuesday.

1,800 Jap Theatres Show U. S. Newsreels

Washington, June 30.—American newsreels are now being shown regularly in more than 1,800 Japanese theatres, an all-time record, according to Motion Picture Export Association vice-president Irving Maas.

Maas, in a report to MPEA president Eric Johnston, pointed out that this is more than 85 per cent of Japan's 2,100 theatre total. "This is a clear indication," he said, "that our newsreels are helping to satisfy the great hunger of the Japanese people for news about America. Like our entertainment films, the newsreels are contributing greatly to the democratic education of Japan."

The MPEA newsreel is made up of clips from newsreels produced by Paramount, 20th Century-Fox, Universal, Warners, and M-G-M.

Services Are Held for Edward L. Reed, 57

Providence, June 30.—Funeral services were held here yesterday for Edward L. Reed, 57, manager of the local Strand Theatre for the past 28 years, who died Sunday morning at his home.

Reed was in the theatre business most of his life, rising from ticket taker to manager. Under Reed's direction, the Strand became the first theatre in the country to conduct special Saturday morning shows for children. He is said to have originated toy matinees for the benefit of needy youngsters, and during the depression he substituted canned goods for toys for needy families.

Surviving are the widow, Katherine E.; a son, Edward L.; a daughter, Mrs. William J. Flynn, Jr.; his mother, Mrs. Mary E. Reed; and a sister, Mrs. William J. Thibodeau.

Johnston Appeals for An 'Incentive State'

Seattle, June 30.—Eric Johnston called tonight for the creation of an "incentive state" in America. In a talk before the National Association of Insurance Commissioners, the president of the Motion Picture Association of America said:

"An incentive state is one based on production—on the creation of new wealth through constantly expanding production brought about by the initiative and self-reliance of individuals and private groups. "In these times when so many millions in the world suffer from a sense of insecurity and are groping desperately for greater peace of mind, there is a tendency to turn to economic quackery and political patent medicine as cure-alls for our ills," Johnston said.

Okay Compensation Raise

Boston, June 30. — Bill increasing maximum weekly payments for workingmen's compensation benefits in the motion picture and other industries from $25 to $30 has been approved by the House of Representatives. The bill has already been passed by the Senate.

May Ask Gov't Heads To Probe of MPEA

Washington, June 30.—House Judiciary Committee Chairman Celler said that officials of the State, Commerce and Justice Departments may be asked to discuss the operations of the Motion Picture Export Association at hearings which his group plans on the need for tighter anti-trust laws.

Celler has already invited SIMPP president Ellis Arnall to testify at the hearings, which will have as one of their targets the Webb-Pomerene Act, under which the MPEA operates. The committee will open hearings on July 11, with testimony from Attorney General Clark.

UK Distribution Suit

British distributor Maurice J. Wilson has filed in New York Supreme Court a $90,000 damage action against International Film Classics, Inc., charging failure to live up to a 1946 agreement involving distribution in the United Kingdom of 200 features and shorts. IFC, meanwhile, has filed a counter suit charging payment failure, and asking $7,500 damages.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
LUCILLE BALL
in Damon Runyon's
"Sorrowful JONES"
introducing
MARY JANE SAUNDERS
in Person
LOUIS PRIMA
And His Orchestra
introducing
"KEELY" SMITH and JIMMY VINCENT
plus VIC & ADIO
The Amazing
MR. BALLANTINE
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont
production of
"LOST BOUNDARIES"
Air Conditioned ASTOR B'way and 45th St.

EDWARD G. ROBINSON SUSAN HAYWARD RICHARD CONTE
"HOUSE OF STRANGERS"
A 20th Century-Fox Picture
On Variety Stage—Janet Blair - Herb Shriner
On Ice Stage—"Slaughter on Tenth Avenue"
starring Carol Lynne
ROXY 7th Ave. & 50th St.

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Zanuck Takes

(*Continued from page* 1)

ducted by *Life,* published last week.

To blame the exhibitor for his attitude of wanting money-making pictures is wrong, Zanuck said, although he hastened to add that he is not entirely on the other side of the fence.

Zanuck told a press meeting at the 21 Club here, prior to his departure for London, that the exhibitor "is not endeavoring enough to push, sell, whet the appetite of his audience for the type of picture which most of us would like to make." Although he explained he meant "successful" films, it was clear that he referred to product which departs from the routine.

The exhibitor does not dictate, Zanuck said in effect, but he is a reflection of public tastes. "Possibly," he continued, "he (the exhibitor) has not been aggressive enough in altering the tastes of the public." He indicated that he would like to see theatremen giving unusual film fare special effort, preferred playing time.

Twentieth-Fox has a backlog of nine films, which have not seen sent to New York as yet, as Zanuck said, in addition to six which the home office already is set to release, the latter being "House of Strangers," "Come to the Stable," "You're My Everything," "Sand," "Slattery's Hurricane" and "Thieves Highway."

Zanuck has a heavy schedule abroad, beginning with foreign production conferences with George Seaton and William Perlberg on "Quartered City," concerning the Berlin airlift, in Berlin. He will then go to London on "Night in the City," to Paris on "The Big Fall," which is from Ernest Hemingway's "My Old Man," and then he will go back to London on editing "The Black Rose."

Zanuck said he plans to continue production of films abroad at least for another year and beyond that if quota and other restrictions make it feasible.

Small, E-L

(*Continued from page* 1)

decided before Small's arrival here is uncertain and probably will not be from the Coast late next week for final conferences, there were numerous indications that Young is not disposed to relinquish control of E-L, particularly on the terms proposed. Robert Purcell, who worked out the latest proposal with Serge Semenenko and Small in Hollywood last week, joined the talks with Young here yesterday.

Indications are that unless Small agrees to a radical revision of the proposals next week the negotiations will be called off and Young will designate a new E-L studio head to get the company's production under way again.

The Small proposals reportedly would give him immediate voting rights to 51 per cent of the E-L stock, which he would pay for on a deferred basis out of future earnings. He would put new working capital into the company but would not assume its existing liabilities.

Monogram's Record Of 10 Series in Work

HOLLYWOOD, June 30.—With the inauguration of a series of James Oliver Curwood stories, Monogram is now in active production on 10 series, it was announced by president Steve Broidy. "This is believed to set an all-time record for any studio," said the company.

Review

"Rope of Sand"

(*Paramount*)

A HIGH-TENSION melodrama of diamond-lust and vengeance has been provided for the two-fisted talents of Burt Lancaster in "Rope of Sand." It is a neatly polished action film set in the diamond area of South Africa and has an impressive cast that also includes Paul Henreid, Claude Rains, Peter Lorre, Sam Jaffe, and the darkly attractive French actress Corinne Calvet in her American debut. The picture should do prosperously in all situations that are receptive to rugged melodramas. Special location shots provide a decided enhancement.

Once Lancaster returns to the diamond area, presumably to recover some hidden stones, he invites a violent sequence of events, plus some unexpected romance. His chief adversary is the sadistically cruel but clever police commandant, Henreid, who plays a grim cat-and-mouse game with him. Other personalities in the story are Rains, a cagey diamond company official who hires Miss Calvet to use her wiles to lure the secret of the hiding place from Lancaster. First, as part of her strategy, she pits Lancaster and Henreid against one another, but then when she falls in love with Lancaster, the story takes a different course as she tries to save him from the treachery of Henreid.

William Dieterle, directing from a story and screenplay by Walter Doniger, has kept events moving relentlessly. The situation finally develops to the point where Lancaster is able to get the diamonds but is forecd into a choice of leaving the country with either the diamonds or Miss Calvet. Love wins. The story is rounded out by some brawls and beatings which seem excessively brutal. Lorre is an oddly-conceived, conspiratorial character who wanders in and out of scenes with offers of selfish help to Lancaster, while Jaffe forcefully portrays a doctor.

Performances are effective all around and Miss Calvet looks like a fortunate discovery. Hal B. Wallis produced.

Running time, 104 minutes. Adult audience classification. Release date, September 23.

MANDEL HERBSTMAN

M-G-M Sets 10

(*Continued from page* 1)

ton Story" and "In the Good Old Summertime," in Technicolor, and slated as the next attraction for Radio City Music Hall.

During August, there will be "The Great Sinner," now in its world premiere at Loew's State on Broadway; "Madame Bovary," also penciled into the Music Hall, after "In the Good Old Summertime," and "Scene of the Crime."

The September schedule calls for "Border Incident," "The Secret Garden" and "That Midnight Kiss," the latter in Technicolor.

"The Secret Garden" will be M-G-M's second to be given special treatment before being made available generally to exhibitors.

UA Financing

(*Continued from page* 1)

week to determine the possibilities of a new plan whereby the owners would provide second-money financing for production with the banks providing first money.

It is said here that the objective is for a total of $4,000,000 in new financing and Sears endeavored to determine how much of that amount the banks would provide on condition that the owners put up the balance. Sears already has conferred with West Coast banks on the plan, it is understood.

LeRoy Shooting Here

Location scenes are being shot here night and day by Mervyn LeRoy for his new M-G-M film, "East Side, West Side." Among locations filmed to date by the producer, who arrived here last weekend with a production crew are LaGuardia Field, Triboro Bridge, Gracie Square, Gramercy Park.

E-L Gets Jungle Film

"Black Shadows," feature of hitherto-unphotographed Belgian Congo jungles, will be released by Eagle-Lion Films in July.

'P. R.' Meetings

(*Continued from page* 1)

MPAA president; Francis Harmon, vice-president, and Ned E. Depinet, RKO president and chairman of the MPAA community and exhibitor relations committee. Depinet will be in Hollywood at the time and will attend the San Francisco meeting if business permits.

Cecil B. DeMille, MPIC president, accepted for that organization, which will meet with the MPAA trio in Hollywood on July 13.

Date and place for the all-industry meeting which will be held subsequently will be determined after all participating organizations have been contacted. Colorado Springs in August has been suggested for the latter meeting at which a permanent administrative organization will be formed and a campaign decided upon.

NTFC As Ascap

(*Continued from page* 1)

lishers, according to NTFC.

The project calls for the assigning of all rights of films produced for television to NTFC, which in turn would register them with the U. S. copyright office in Washington, wait the necessary period, and thereby cancel any prior existing rights.

At yesterday's video distribution forum, John Mitchell, sales manager for United Artists Television, stated that films can be produced at costs necessary to meet the demands of video stations, agencies and sponsors.

William Roach of O'Brien, Driscoll, Rafferty and Lawlor, discussed the progress of the Television Film Clearance Bureau, of which he is chairman. He explained that current methods being explored for the warranting of copyrights are: working through a bonding agency, and using a check list type of certificate limiting warranties to items checked.

General discussion at the session determined that a major factor in the delay in TV film production is the Petrillo ban on video recordings.

U. K. 'B' Pool

(*Continued from page* 1)

try must make up its mind whether it wants a "B" pool or not. If it does, then the language of the agreement must be revised so that the American earnings of British pictures acquired over there will be included in the pool and other deviations prohibited. If the pool is not wanted, they say, the pretense should be abandoned.

The decision is up to the American companies and probably will be made in the near future following meetings here.

Meanwhile, Universal is the only company with appreciable earnings from British films in this market which has not attempted to side-step the intent of the remittance agreement. Pictures which it has distributed here under its agreement with J. Arthur Rank normally would account for more than $1,000,000 payable to the pool.

Universal approved the original agreement, feeling that, as the largest American distributor of British pictures, it had an obligation to encourage their exhibition here. That was the original intent of the "B" pool plan, the feeling being that if the American companies could realize more on British earnings than the annual $17,000,000 they are authorized to withdraw, then effort would be made to get British pictures played here to swell the "B" pool. However, the bulk of Universal's British picture earnings here have been from "Hamlet," which has played special engagements only, most of them arranged by Universal.

It is now apparent that Universal will not put those earnings into the pool unless the entire situation is rectified. If this is not done, it is quite likely that Universal, too, will use the earnings from its British films here in much the same manner other companies already have done.

As one Universal official puts it: "We can buy films in England, too."

Wirth, Warners

(*Continued from page* 1)

Wirth is president of Warner Brothers Service Corp., which, like the cartoon company, is a subsidiary of Warner Brothers Pictures. Harold Rodner, vice-president of Warner Service Corp., will assist Wirth.

The cartoon characters created by Warner Cartoons include not only Bugs Bunny, whose antics in a daily newspaper comic strip are serviced by Newspaper Enterprise Association to 600 papers, but also Tweety Pie, the canary; Porky Pig, Daffy Duck.

Fabian, 35th

(*Continued from page* 1)

anniversary campaigns. Custom-made anniversary accessories, selling aids and novelties are being prepared by National Screen, Hollywood Advertising Co. and the Economy Novelty and Printing Co.

A kick-off meeting for all managers has been scheduled for Wednesday, July 6, at the Hotel Astor here.

Eagle-Lion Meeting

SEATTLE, June 30.—Meeting today attle at the semi-annual conference of Eagle Lion are Jack Schlaifer, general sales manager; Wally Rucker, Seattle branch manager; John Leo, district sales manager, San Francisco; Ralph Amacher, Portland branch manager.

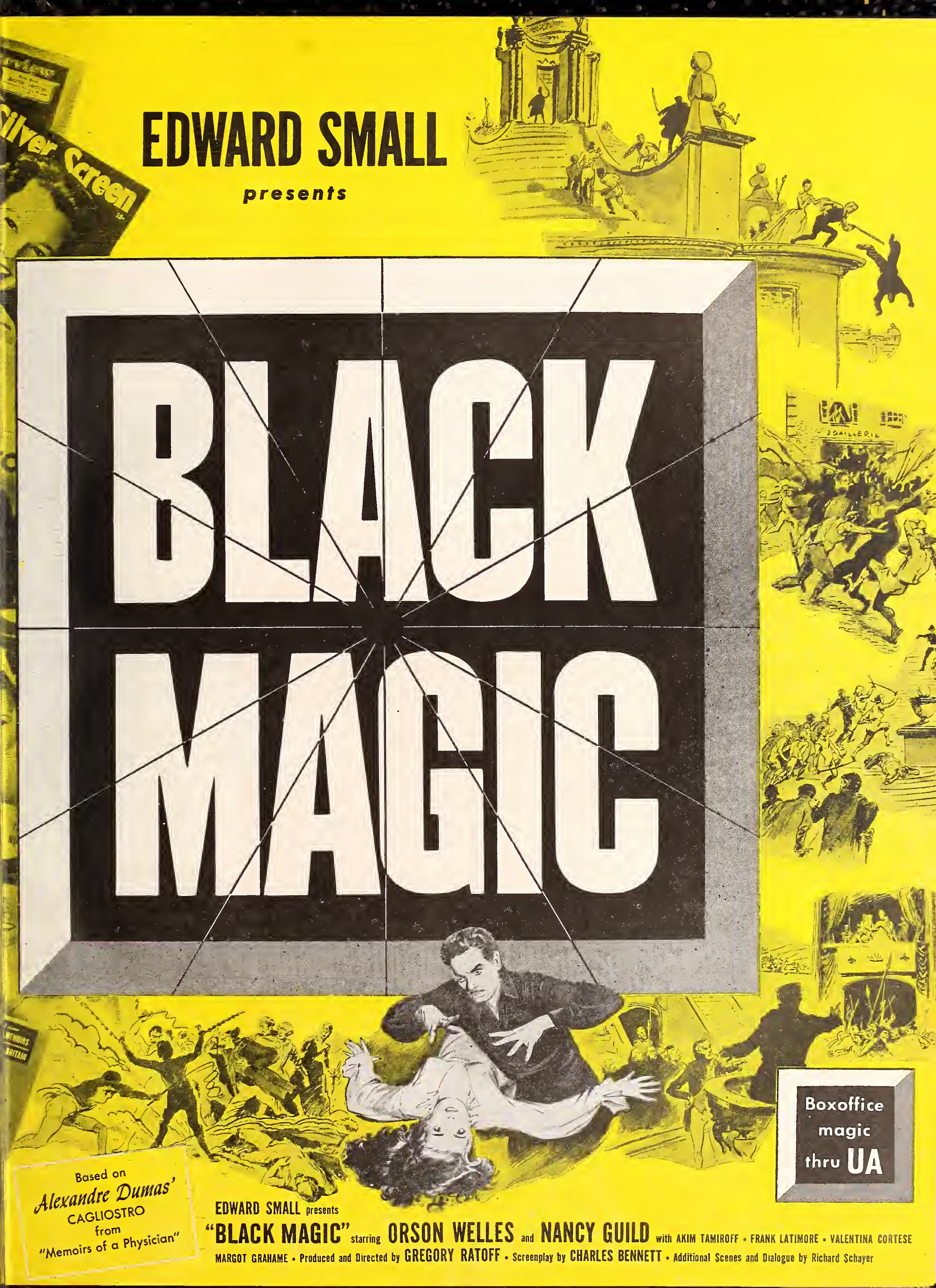
MARK THE DATE

AUGUST
19
LIFE
Pictorial
Screen stories
Screen Guide
Movie Life
PHOTOPLAY
Diana Lynn Warning To A Young Man
LIFE
modern screen
Motion Picture
Silver Screen
MOVIE
Look
The Truth About ROOSEVELT'S HEALTH
MOVIE STARS PARADE
LIFE
PHOTO
Movieland
SCREENLAND
Look
MOVIE STORY
modern screen
LIFE

HUNDREDS OF DAY-AND-DATE BOOKINGS BACKED BY THE BIGGEST AD CAMPAIGN OF THE YEAR! 135,336,320 READERSHIP

(almost totalling entire USA population)

FOR THE BIGGEST PICTURE IN TEN YEARS!



EDWARD SMALL

presents

BLACK MAGIC

Boxoffice magic thru **UA**

Based on *Alexandre Dumas'* CAGLIOSTRO from "Memoirs of a Physician"

EDWARD SMALL presents

"BLACK MAGIC" starring **ORSON WELLES** and **NANCY GUILD** with AKIM TAMIROFF • FRANK LATIMORE • VALENTINA CORTESE MARGOT GRAHAME • Produced and Directed by **GREGORY RATOFF** • Screenplay by **CHARLES BENNETT** • Additional Scenes and Dialogue by Richard Schayer

ANOTHER U-I SUMMER HIT GETS BIG CITY SENDOFF

as New York Critics Confirm Trade Press RAVES!

THERE'S ALWAYS A GIRL WHEN A MAN'S ALONE AND MILES FROM HOME
"TAKE ONE FALSE STEP"
WILLIAM POWELL SHELLEY WINTERS MARSHA HUNT
RIVOLI

Outstanding business in Rivoli, New York, premiere despite record-breaking 95-degree heat confirms Film Daily prediction that "Take One False Step" is *"right for the season!"*

The trade press hailed "Take One False Step" as "top-grade melodrama". . ."superlatively suspenseful" and "sound box-office merchandise" with a "marquee-mighty cast." And the New York critics confirmed these raves:

"Humor and suspense go hand in hand in this comedy. The entire cast could not have been better selected. William Powell invests more humor into 'Take One False Step' than could any other actor." —*Daily News*

"Far above the level of average screen thrillers. Powell's performance is reminiscent of his superb 'The Thin Man'." —*Herald Tribune*

"Miss Winters is brazen and flashy in the tradition of Jean Harlow." —*Daily Compass*

"Powell displays all the familiar mannerisms of the Thin Man." —*Daily Mirror*

"Lively and entertaining." —*World-Telegram*

"A comedy with genuine chills and thrills." —*Sun*

and Shelley didn't make things any cooler!

UNIVERSAL-INTERNATIONAL presents

William POWELL
Shelley WINTERS
That Wonderful Bad Girl

TAKE ONE FALSE STEP

with **MARSHA HUNT · JAMES GLEASON**
DOROTHY HART
Screenplay by IRWIN SHAW & CHESTER ERSKINE
Directed by CHESTER ERSKINE
A CHESTER ERSKINE PRODUCTION

THIS STUNT SHOULD BE ADAPTED FOR YOUR THEATRE

ENTER THE
SHELLEY WINTERS
BLONDE BEAUTY
CONTEST

Search for a blonde with the appeal and personality of Shelley Winters was a highlight of New York campaign put on by Rivoli Managing Director Montague Salmon. Prize, displayed in lobby, was beach ensemble promoted from leading Fifth Avenue store.

U-I started the hit-wave on June 8 with the Technicolor "Calamity Jane and Sam Bass" in Texas . . . and "Illegal Entry" in Washington, D. C. Now comes "Abbott and Costello Meet the Killer," "Johnny Stool Pigeon" and "Take One False Step" to keep your box-office sizzling!

U-I
THE INDUSTRY'S SHOWMANSHIP LEADER

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

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FCC to Look Into Video For Theatres

20th-Fox, Para., SMPE Asked to Submit Data

WASHINGTON, July 4.—The Federal Communications Commission has announced its intention of going into all phases of theatre television, including how many frequencies will be needed, how they will be used, and what specific plans now exist for theatre television service.

The Commission has asked Paramount Television Productions, 20th Century-Fox and the Society of Motion Picture Engineers to submit statements by September 2 answering six FCC questions.

Industry lawyers here were divided in their reaction to the FCC announcement. One industry attorney

(*Continued on page 3*)

Republic May Get Some Korda Films

Republic may distribute some of Korda's London Films' product by the end of the year, Sidney A. Myers, assistant managing director of British Lion Film Corp., Ltd., disclosed here at the weekend. He added that any deal will require future discussions before finalization. British Lion distributes Republic product in the United Kingdom.

Myers said that a recently completed 17-week U.K. Republic sales drive resulted in 40 per cent more business for Republic than a corresponding period in the previous year.

He said that 40 per cent of Roy Rogers pictures play the top of the bill. Grosses in England generally are off 15 to 20 per cent compared to last year, he reported.

Republic Profit Is More Than Double

Net profit of Republic for the 26 weeks ended last April 30 was $504,456, after Federal tax provisions of $335,000. For the comparable period in 1948, the company headed by Herbert J. Yates had a net of $236,832, after Federal tax provisions of $160,000.

RKO Board to Meet On Coast This Week

A meeting of the RKO board of directors will be held in Hollywood this week to discuss future production plans and budgets. An interim report on progress made to date in the work of separating RKO's production-distribution operations from exhibition in accordance with the company's consent decree may be made to the board. Months of work still remain to be done on the divorcement.

Ned E. Depinet, RKO president; J. Miller Walker, secretary, and board members Fred Ehrman, Lawrence Green and George Shaw will leave here today and tomorrow for the meeting, which will be attended also by Howard Hughes, Noah Dietrich and studio officials.

All Pantages Stock Is Acquired by RKO

RKO and Rodney Pantages have reached "agreement in principle" on terms for RKO's acquisition of the 50 per cent interest of the Pantages family in the Pantages Theatre, Los Angeles first-run, giving RKO 100 per cent ownership. Rodney Pantages will continue to supervise operation of the house, for RKO. He will return to the Coast from here early this week.

Meanwhile, RKO and Loew's have have been given more time, to August 29, to dissolve their joint ownership of the Orpheum, Denver. This was disclosed by Loew's in its quarterly report on Friday to New York Federal Court on the status of its theatres.

B. & K. Refuses to Bid on 2 MGM Films

Chicago, July 4.—Balaban and Katz will not bid for MGM's "Neptune's Daughter" for its key subsequent run houses, nor "In The Good Old Summertime" for either first-run or outlying situations. B. and K., it is understood, is dissatisfied over Metro's selling away to secondary, smaller competitive outlying houses on day-and-date showings with the circuit's large Uptown, Marbro, Tivoli and Southtown.

Trading Is Light In Film Securities

WASHINGTON, July 4.—Nicholas M. Schenck has sold to Loew's, Inc., "under court order," 10,000 shares of Loew's common, leaving him with 11,227 shares, according to the latest report of the Securities and Exchange Commission on trading in film company stocks by officers and directors. The report covers the period from May 11 to June 10.

Transactions were generally light, with many major companies reporting no changes. Albert Warner gave away 3,000 shares of Warner common, leaving him 438,800 in his own name and 21,000 in trust. Jack L. Warner bought 5,000 shares, for a total of 426,500 in his own name.

NLRB Upholds 'Multiple Bargaining' At Studios

WASHINGTON, July 4.—The National Labor Relations Board has ruled that "multiple-employer bargaining has become the established pattern" of labor-management relations in film production, meaning that any one type of workers should be organized into unions that bargain with all 10 major producers, rather than as units for separate bargaining with each studio.

Specifically, the board, by a three-to-one vote turned down an IATSE petition to order separate bargaining units for set designers, illustrators and sketch artists at both Paramount and Columbia studios. The Set Designers Union, affiliated with the Brotherhood of Painters, Decorators and Paperhangers, had intervened in the case to ask the board to find for a single multiple-employer unit for the 10 majors, including Columbia and Paramount. The latter took a neutral stand in the proceedings.

Small's E-L Talks Into Final Stages

Final conferences on the proposal for Edward Small to acquire control of Eagle-Lion are scheduled to start here this week immediately upon Small's arrival from the Coast.

Robert R. Young, whose Pathe Industries controls E-L, left for his summer home at Newport, R. I., on Friday and is due back here today. Young, at the weekend, still was reported to be unenthusiastic about the Small proposal and observers incline to the belief that unless the producer agrees during this week's meeting to alter his terms the talks will be called off and Young will designate his own production head for E-L.

Profits from Films, NEFC's Primary Aim

Want More Product But It Must Be Profitable

Dividends for stockholders of National Exhibitors Film Co. will figure as importantly as the stated aim of increasing the volume of product when the new exhibitor-sponsored production financing company gets under way.

The objective of adding to product supplies took first place with the sponsors at the outset. Potential profits were secondary. Participants said they would be satisfied if NEFC managed to break even.

Then one of the sponsors, a highly successful circuit operator, emphasizing that he had never known a company which amounted to anything

(*Continued on page 3*)

Pressburger Favors An NEFC for U. K.

A British counterpart of the proposed National Exhibitors Film Co., announced here last week for the financing of independent production, would be fortuitous and is preferable to state financing of production, Emeric Pressburger, British producer, said at a press luncheon here on Friday. Michael Powell, his production associate, disagreed. The latter thinks more interference in production is likely when financed by exhibitors than when financed by the state, as

(*Continued on page 3*)

Ascap Decree Talks Resume This Week

Meetings between Ascap and Department of Justice officials on a new consent decree for the Society will be resumed this week after postponement last week.

Estimates of time required to reach an agreement range from a week or two to next fall. Of principal interest to the industry in the new decree will be provisions for Ascap to collect from producer-distributors the music performing rights fees heretofore collected from exhibitors.

Personal Mention

SCOTT R. DUNLAP, executive assistant to Monogram president STEVE BROIDY, has left Hollywood for New York and is scheduled to sail for England tomorrow.

●

B. G. KRANZE, Film Classics vice-president, and MRS. KRANZE, who are celebrating their 25th wedding anniversary, have disclosed the engagement of their son, DONALD, Eagle-Lion salesman, to MISS BEBE YUNI of Forest Hills.

●

ARTHUR SCHWARTZ of the New York law firm of Schwartz and Frohlich, is en route to Europe for a month's vacation.

●

ROBERT L. LIPPERT, Screen Guild Productions president, will leave Hollywood today by plane for New York.

●

BENJAMIN FIELDING, Loew's home office executive, is vacationing at Lake Placid.

●

CHARLES L. CASANAVE, Motion Picture Sales Corp. vice-president, is back here from Boston.

Nathanson Is Named Publicity Head Here

Max E. Youngstein, Paramount director of advertising-publicity, has appointed Mort Nathanson Eastern publicity manager, replacing Ben Washer, who resigned last week.

Nathanson, who was originally in the legitimate theatre field, was with United Artists, Goldwyn Productions and Liberty Films, and has been with Paramount since 1947.

Herbert Steinberg, newspaper planter for Eagle-Lion, is scheduled to join Paramount's publicity staff in the same capacity on July 18. No successor to Steinberg has been selected yet by Leon Brandt, E-L advertising-publicity director.

Kanturek Gets Visa For Moscow Mission

WASHINGTON, July 4.—Louis Kanturek, Eastern European manager of the Motion Picture Export Association, has received a visa from the Soviet government to go to Moscow with copies of 24 American films which the Russians have said they would like to look over and possibly purchase. He is now in Prague.

This is a long-awaited follow-up to the deal worked out by MPEA president Eric Johnston in Russia last year. The Russians at that time agreed to buy at least 20 films from the MPEA for an estimated $1,000,000.

Roizman on His Own

Morrie Roizman, senior film editor at the March of Time, who has resigned, effective last Friday, is setting up a TV-film production unit of his own, under the name of Screen Associates, in New York City.

Insider's Outlook

By RED KANN

IN Hollywood, the conviction is unshakeable that exhibition is the tail that wags the dog. The 23 well-known circuit operators who spent two enthusiastic, high-temperature days at the Waldorf Astoria Hotel in New York deciding on the National Exhibitors Film Co. proceeded on a reverse theory.

Same dog, of course, but a different kind of movement.

■

It's so different that the organizers of NEFC are thoroughly convinced their position is untenable and even in danger unless they act. Their idea of what to do is to fortify the line of supply by adding to—not replacing—the established sources of production. Since talk is not enough— and they are all experienced enough men to know it —they understand they've got to put the wherewithal on the line. Their money will do their talking for them.

How? They can finance production, principally independents, and they so propose. They can cause production units not now in existence to come into existence, and may. They can, and may, import product, and try to place it through established distribution outlets.

■

What the backers of NEFC probably cannot do is to enter distribution on their own. At least, as experienced an opinion as Robert Wright's says so. The prosecutor of the Government's anti-trust suit against the majors has pointed out the pitfalls. He can be wrong, of course, in believing exhibitors may not enter production and distribution legally on the fast heels of two decrees ordering production and distribution [Paramount and RKO] to divorce in part from exhibition.

But, if NEFC ever gets around to the lure of distribution and is willing to spend a couple of milloins organizing, and not less than $50,000 weekly maintaining a selling system, it might find the legal minds which would recommend the plunge.

■

It's exceedingly interesting that interest in the old First National plan maintains its hold after all these years. The excitement of those days continues like something resembling a living force, perhaps more so with Si Fabian than with any of the others currently identified with the NEFC. It traces to the authority which exhibitors exercised in the making of part of the product they ran in their theatres. They were in on the whole show, and they liked it. They still do.

They like it today for another reason. They are openly resentful over the minescule influence which they wield on the kinds of pictures being produced. As the dominant dollars-and-cents group which also is on the permanent firing line, they say the exhibitor is indispensable in guiding Hollywood. Since Hollywood is a stubborn community, they now propose denting the line in their way. The outcome is one which time alone will evaluate.

■

Such fulminations as those attributed to Joseph L. Mankiewicz, 20th-Fox producer, in *Life* Magazine's round table on motion pictures have sent many of the NEFC group into a towering rage. They are burning over remarks describing the exhibitor as a "real estate operator whose chief concern should be taking gum off carpets and checking adolescent love-making in the balcony." It's an unfair, wisecracking piece of wordage at best.

Mankiewicz probably will be hearing more about this. He'll probably never hear from NEFC when the boys start backing production.

■ ■

In fact, Mankiewicz heard about it from his boss, Darryl F. Zanuck, as early as last Thursday. Zanuck told a press conference he disagreed, that he saw nothing wrong in the desire of the theatreman for pictures which will make money; but that perhaps the exhibitor was not sufficiently aggressive in selling his audiences into a more ready acceptance of the type of picture Hollywood would like to make—the unusual, the out-of-the-ordinary, etc.

On exhibitors in production, Zanuck observed somewhat grimly: "Fine idea. All exhibitors and distributors ought to spend a couple months each year in Hollywood."

■ ■

The 20th-Fox production head on production costs: "They're not coming down. Anyway, if we go broke, we'll go broke in a big way."

Newsreel Parade

THE Judith Coplon trial and the rounding up of counterfeiters are current newsreel highlights. Complete contents follow:

MOVIETONE NEWS, No. 53—Counterfeiters seized. *S.S. Princess Astrid* sunk. Walking towers festival. Police take 7,500 orphans on outing. Seventy-four-year-old swindler. Fashions for co-eds. Shooting the rapids. Water ski capers.

NEWS OF THE DAY, No. 287—Counterfeiters rounded up. Films of rescue of sinking steamer. Canada's man of the hour: Louis St. Laurent. Italian festival: towers that talk. Egypt: secret miracle city. Love pirate, 73.

PARAMOUNT NEWS, No. 91—Water skiing by night. New president of world bank: Eugene Black. Irene Dunne gets Notre Dame award. Judith Coplan convicted. Chinese orphan.

TELENEWS DIGEST, No. 26-B—Washington: Baruch warns nation. Record drought. Taft-Hartley battle in Washington. Airliner crashes in Adriatic Sea. Fireproof paint for aircraft. Balloonists in 30-hour race. Racetrack fashions.

UNIVERSAL NEWS, No. 261—War mine sinks channel steamer. Canadian election. Royal visit to islands. Counterfeiters. Fiesta of towers. Jumping balloons. Kids outing. Water skiing.

WARNER PATHE NEWS, No. 93—Judith Coplon guilty. Rubber-band catapult plane. Australian floods. Chinese orphan girl. Eddie Waitkus. Dangerous occupations. Tie fashions. Night water skiing.

Theatre in Ile de France

A 350-seat air conditioned theatre has been added to the accommodations aboard the rebuilt *S.S. Ile de France.*

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
LUCILLE BALL
in Damon Runyon's
"Sorrowful JONES"
introducing
MARY JANE SAUNDERS
in Person
LOUIS PRIMA
And His Orchestra
introducing
"KEELY" SMITH and JIMMY VINCENT
plus VIC & ADIO
The Amazing
MR. BALLANTINE
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont
production of
"LOST BOUNDARIES"
Air Conditioned ASTOR B'way and 45th St.

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NEWS in Brief

FIRST of five RKO Radio sales meetings will be held in Buffalo's Hotel Statler July 11-13, presided over by Robert Mochrie, sales vice-president, who will officiate at all meetings. The others follow: Toronto, Royal York Hotel, July 14-15; New Orleans, Hotel Roosevelt, July 18-19; Chicago, Drake Hotel, July 20-22; San Francisco, Hotel St. Francis, July 25-27.

The meetings will be attended by division, district and branch managers, sales staffs, field men and home office executives.

Neger, Conn Promoted by 20th

KANSAS CITY, July 4—Edwin Aaron, division manager of 20th Century-Fox, has appointed Joseph Neger, formerly at Milwaukee, as branch manager here, succeeding George W. Fuller, Jr., who is on leave of absence due to illness. Neger has been in temporary charge.

W. J. Kubitzki, for more than 30 years with 20th-Fox as a salesman, will be retired shortly, to be replaced here by Bob Conn, formerly booker.

Thompson Monogram K.C. Head

KANSAS CITY, July 4. — T. R. Thompson, for many years in distribution, recently as a special representative for Walt Disney Productions, is now manager of the Monogram branch at Kansas City, and Ralph W. Morgan Monogram salesman in charge of the branch the past several months, remains as sales representative.

One-Month Monogram Closing

HOLLYWOOD, July 4.—Monogram Studio has shut down for a month, during which time property modernization work will be done preliminary to re-opening August 1 with a heavy production schedule. Three pictures will be made on location during the shutdown.

Monogram-Allied Artists' board of directors will meet here today.

NSS Moving to Start

The first step in the moving of National Screen Service from its present quarters at 630 Ninth Avenue to the building it purchased at 1600 Broadway is scheduled to start next week when one, as yet unspecified, department will set up headquarters in the new home. The moving procedure will be a gradual one, running over several months.

Six Rated Adult

TORONTO, July 4.—Three of six features graded adult entertainment by the Ontario Board of Censors were re-issues, namely, "The Lodger," "The Castle on the Hudson" and "Lucky Jordan." Others similarly rated are: "Paisan," "The Crooked Way" and "The Judge."

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Review

"Red Hot and Blue"

(Paramount)

Hollywood, July 4

EXHIBITORS whose customers turn out in strength for Betty Hutton are warranted in promising them here a full treatment of the dynamic blonde's bouncing, boisterous way with a song, a gag line and a characterization. She is given Victor Mature, whose screen following represents approximately the same age bracket, William Demarest, June Havoc, Jane Nigh and a large cast as running mates in this outrightly wacky melodrama with songs, and the sum of it all is an attraction which you have got to relish Miss Hutton to enjoy. Her personality and performance obscure all the others save those of Frank Loesser, the distinguished songsmith who not only contributes the songs but plays a zany gangster outstandingly well. It is, therefore, strictly a one-girl show, loud, fast, funny in a rough-house way, and dependent solely on Miss Hutton's draw for success.

Directed by John Farrow, in a far departure from the type of material which he is famed for, the tale is kept moving at break-neck pace, a provision which eases the Sennett-type proceedings from laugh-point to laugh-point. The script, by Hagar Wilde and the director, opens with gangster Loesser abducting aspiring actress Hutton for purposes of identifying the killer of a pal murdered in her presence. The script shuttles back then to trace Miss Hutton's bumbling career as a small-town girl trying to make a stage career in New York with membership in an arty production group headed by Mature, whom she is in love with, and vice versa, as a starting point. The thing winds up, following a great number of incidents which include pie throwing and a knockabout finale, with the girl rescued by her sweetheart and the gangsters done in. It is all for laughs.

Robert Fellows produced the picture, manifestly concentrating emphasis on Miss Hutton, who sings four songs with a maximum of Huttonesque gusto in the course of events.

Running time, 85 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Pressburger Favors

(*Continued from page 1*)

Britain is doing now through its Film Finance Corp.

The British producers left for London, where they will start work July 18 on "Gone to Earth" in association with David O. Selznick and Sir Alexander Korda. The picture stars Jennifer Jones and David Farrar and will be in Technicolor. It will be released some time next year.

Pressburger, who produced "The Red Shoes" with Powell, said the picture is doing far better here than in England, where circuit booking practices limited it to single-week engagements. American experience has been that the picture, distributed here by Eagle-Lion, just begins to build in its second or third weeks. The producer expressed the wish that American handling of the picture could be duplicated in England, but said he feared that would not be undertaken, despite the indicated rewards.

FCC on Theatre TV

(*Continued from page 1*)

said it was a major victory for the film companies and theatre television proponents, since "it indicates the Commission is interested in the subject, which it has not been to date." Others discounted the action.

The six questions which the FCC submitted to Paramount, 20th-Fox and the SMPE were these:

What are the minimum frequency requirements for a nationwide, competitive theatre television service? What specific frequency bands do you want for theatre television, and why? What are the exact functions which would be performed in each such frequency band? To what extent can such functions be performed, in whole or in part, by the use of coaxial cable, wire or other means of transmission not using radio frequencies? To what extent existing common carriers have or propose to have facilities available capable of performing such functions, in whole or in part by radio relay, coaxial cable or wire? What plans or proposals do you have looking toward the establishment of a theatre television service?

Fox and Paramount were also advised that if they expect to ask for a further extension of present licenses for experimental TV relay stations, they should supply information on four additional points: A detailed description of research and experimentation plans, detailed facts showing that the transmission of signals by radio is essential to such plans, detailed facts showing that these plans relate primarily to the technical phases of relay of television programs by radio, and detailed facts "that such program indicates reasonable promise of substantial contribution to the development of the art of relay of television programs by radio."

NEFC Aims

(*Continued from page 1*)

which just broke even. They either made money or lost it.

"Let's organize this one with the idea of making money," he said. "Let it be run like a business which fully intends to repay its investors."

That changed the initial thinking, it is related, particularly when the exhibitor sponsors reflected that there is no actual conflict between the two aims: increased product supply and dividends. Plan a little better, they reasoned, and you not only have product, but the chances of it paying off are improved.

Robert Wright, former government anti-trust prosecutor, called in as adviser to the exhibitor group, bolstered this line of thinking when he reminded them that they will be watched closely and constantly by Washington. They are on uncertain ground if they step into distribution themselves. They are on untenable ground if they attempt to dictate sales policies by establishing preferential terms for themselves, if their product is not freely available to all, including their competitors, on a fair basis, or by the exercise of any other powers which might be suspect.

They will be watched closely because they will have the potential power to restrain trade, the sponsors were told. Don't go ahead with your plan unless you are prepared to lean over backwards to avoid suspicion, was the gist of Wright's advice.

Any who may have entertained ideas that exclusive rights to new product would make the investment worthwhile abandoned that line of thinking quickly. Replacing it is the conviction that good product, available to the whole market, still is a sound investment.

Consequently, NEFC's primary aim will be dividend payments.

MGM Progresses on Anniversary Dates

Anniversary playdates for at least one M-G-M picture in every theatre in the territory have been obtained by approximately half of the company's branches, M-G-M states.

With six more months to go, it was noted that five branches already have booked and played at least one feature or short in every situation. These branches are Albany, Pittsburgh, New Haven, Charlotte and Cleveland. They were checked off the home office books.

Tax Threatens Ohio

COLUMBUS, Ohio, July 4. — The Senate taxation committee will hold a hearing on bill No. 354 Wednesday at the State House. It permits township trustees to impose admission taxes at a rate not to exceed five per cent. Independent Theatre Owners of Ohio is pushing a substitute bill providing that municipalities and trustees can impose such a tax not in excess of three per cent.

NEFC Retains Counsel

Schwartz and Frohlich, industry law firm, has been retained by the new National Exhibitors Film Co. to handle the legal work of organization, incorporation, securities registration and other formative details. Much of the work already is in progress, with August 1 set as a tentative date for launching the new company.

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THE BOXOFFICE WESTERN

M. P. DAILY Says:

"Western with decidedly different approach . . . good entertainment."

FILM DAILY Says:

"Quite a few cuts above the standard variety . . . has much merit."

M. P. HERALD Says:

"It's a relief to find a western with a decidedly different approach . . . a good and exciting picture."

BOXOFFICE Says:

"Rates 'E' for effort in attempt to circumvent hoss opera formula . . . case-hardened yarn of sage-brush frontier."

VARIETY Says:

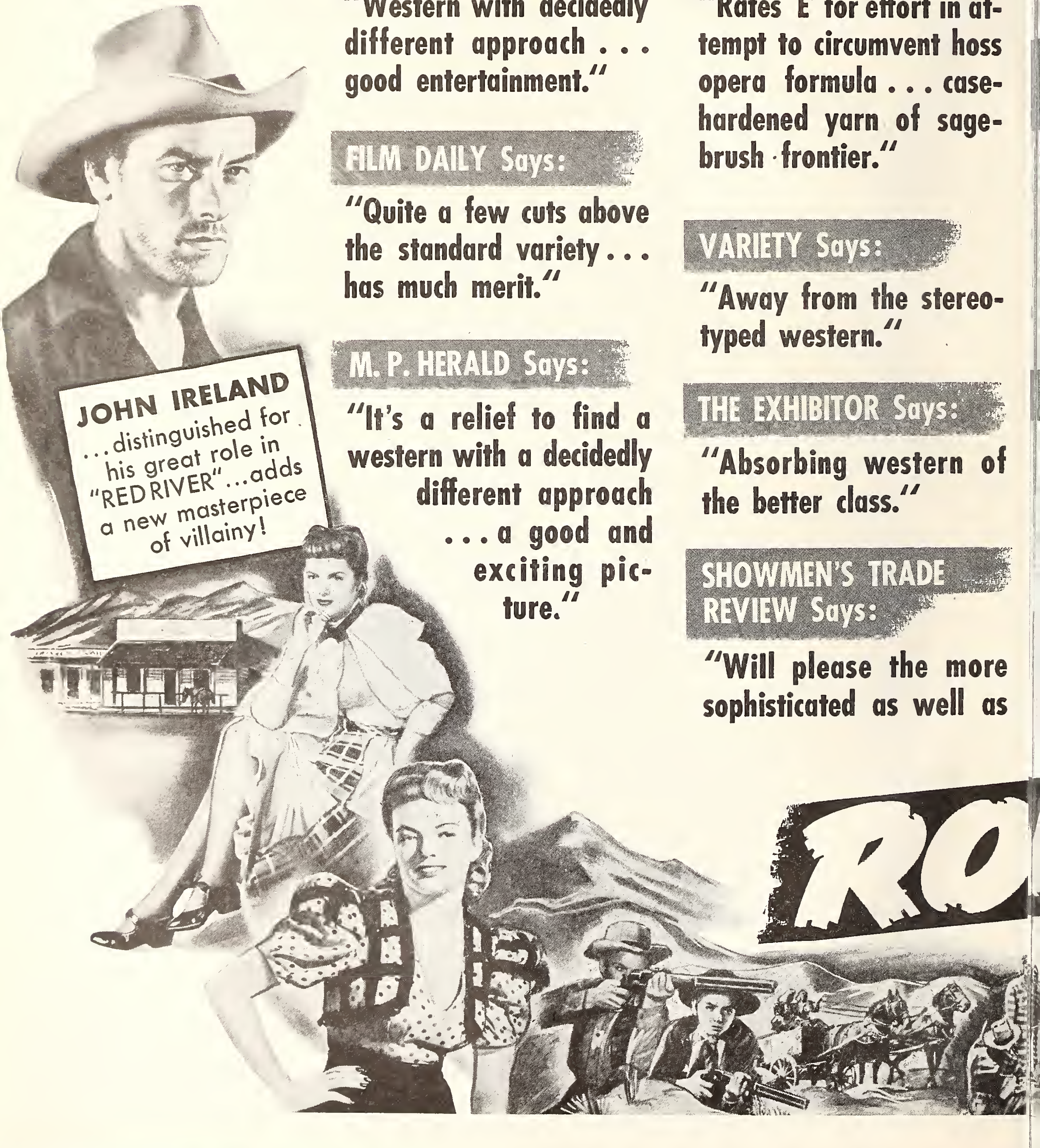
"Away from the stereotyped western."

THE EXHIBITOR Says:

"Absorbing western of the better class."

SHOWMEN'S TRADE REVIEW Says:

"Will please the more sophisticated as well as



JOHN IRELAND
...distinguished for his great role in "RED RIVER"...adds a new masterpiece of villainy!

THAT'S *Different!*

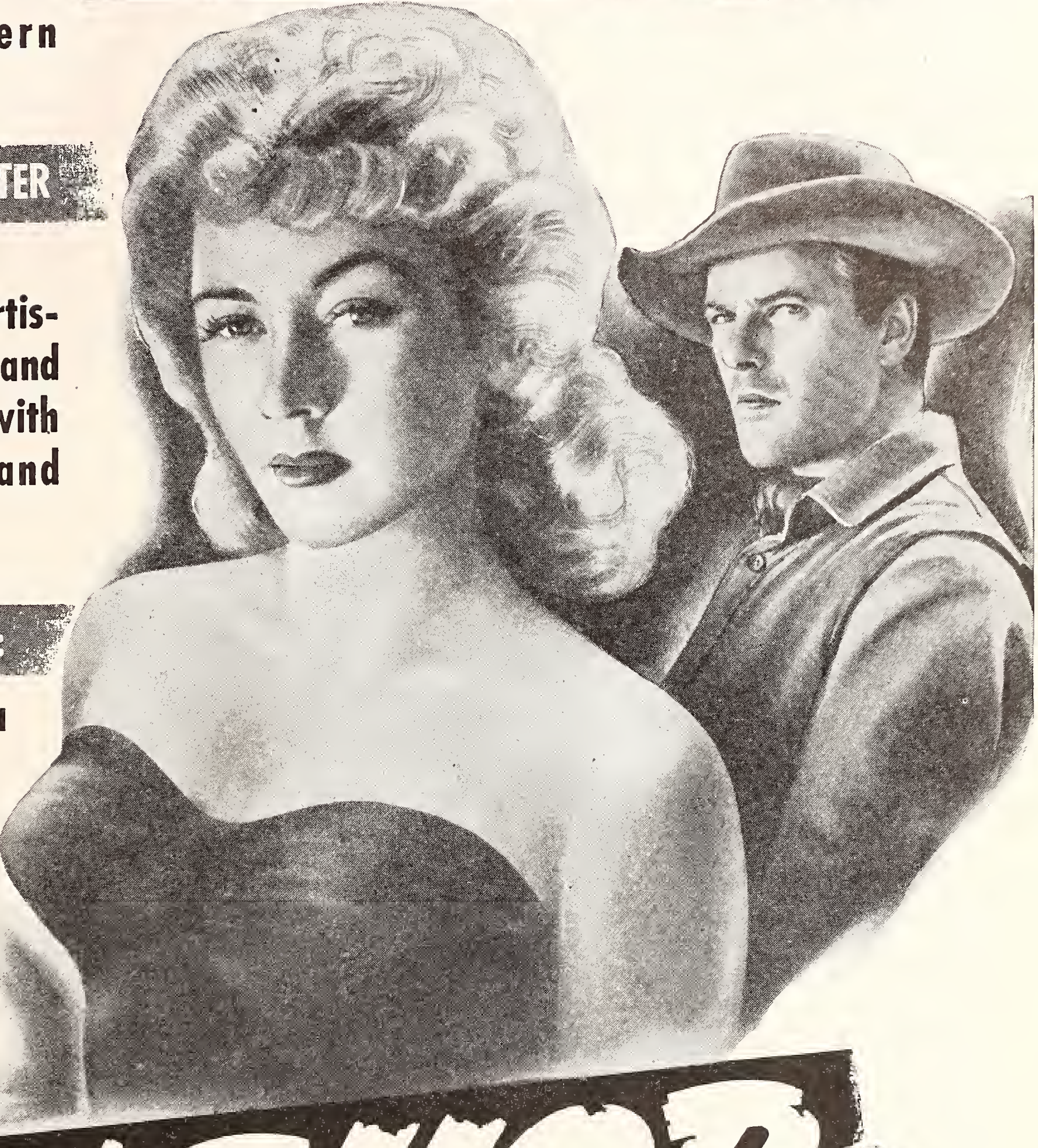
the regular western fans."

HOLLYWOOD REPORTER Says:

"Unusual and very artistically done . . . clever and unconventional plot with many new twists and angles."

DAILY VARIETY Says:

"Western melodrama with excellent box office possibilities."



RKO PRESENTS

UGHSHOD

starring

ROBERT STERLING • JOHN IRELAND
CLAUDE JARMAN, Jr. • GLORIA GRAHAME

Produced by RICHARD H. BERGER • Directed by MARK ROBSON
Screen Play by GEOFFREY HOMES and HUGO BUTLER

RKO RADIO PICTURES

EXTRA **BOXOFFICE NEWS** EXTRA

PARAMOUNT EXPLODES DRAMA OF DARING MEN WHO GUARD COUNTRY'S RAILWAY SYSTEMS!

From Official Files of Agency Older Than FBI's G-Men or Treasury's T-Men, Comes Most Startling Case in Railroads' Relentless Manhunts To Track Down Train-Robbers of Today!

"SPECIAL AGENT"

starring

WILLIAM EYTHE

with

GEORGE REEVES · LAURA ELLIOT · PAUL VALENTINE

Directed by WILLIAM C. THOMAS

Screenplay by Lewis R. Foster and Whitman Chambers • Based on material by Milton Raisen

Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

Star of "The House On 92nd Street"

thrills San Francisco at first date of picture Boxoffice Magazine calls "red-blooded, action-laden entertainment" —as Hollywood Reporter reports: "Paramount's first venture in documentary field looks like safe bet for success!"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 3 NEW YORK, U. S. A., WEDNESDAY, JULY 6, 1949 TEN CENTS

See K-B Ruling Invalidating Partner Pacts

RKO May Sell Reade Holdings to Outsider

Some major company attorneys here express the opinion that last week's decision in the Warner-MacArthur Washington partnership suits could figure largely in the dissolution of many film company-exhibitor partnerships, possibly rendering unenforceable some basic contracts which stipulate that in the event of a sale one party to the agreement must sell to the other.

RKO already has taken the position, it is understood, that the Washington ruling paves the way for its break with two partners. The company is threatening to sell its partial holdings in properties held jointly with Walter Reade and Skouras Theatres to outside parties on the belief that the MacArthur decision invalidates the contractual terms for dissolving the joint ownerships.

Twelve theatres in Trenton and New Brunswick, N. J., are operated

(Continued on page 11)

New Finance Setup For Lippert Prod.

Hollywood, July 5.—Robert L. Lippert, head of Lippert Productions, has announced the formation of a motion picture financial corporation, incorporated in Delaware, to provide exclusive financing for 22 Lippert productions in the coming year. Stock issue of $270,000 will be matched by bank loans to make a revolving fund of $500,000, from which up to 75 per cent will be advanced on pictures budgeted at $600,000.

Lippert said no solicitation for stock purchases will be made, and

(Continued on page 10)

Minneapolis Plan to Regulate Runs Fails

Minneapolis, July 5.—Inability to agree among themselves over which run their individual theatres should get is causing the collapse of the plan which was worked out by a committee of Minneapolis independents. It was intended to establish definite runs for various groups of the city's theatres, and to stagger bookings so that too many theatres would not be playing the same picture on the first availability date. Latter angle of the plan

(Continued on page 11)

N.Y. 1st-Runs Gain; 'Strangers' Hits $100,000 at Roxy

New York first-runs are making a come-back this week despite the sweltering heat which was at least partly responsible for the huge exodus out of the city over the holiday weekend. The important reason for the bolstered income was the appearance of nine new films in the showcase belt and a continuation of good business by a few of the holdovers. Tops in the latter category is "Look for the Silver Lining" with a stage presentation at the Music Hall where the second week's take might reach $155,000, which is plenty high.

"House of Strangers," with Janet Blair, Herb Shriner and an ice show on stage is strong in its debut at the Roxy which figures on a first-week's revenue of close to $100,000. Good initial week's business, estimated at

(Continued on page 11)

SMPE Will Answer Six FCC Questions

Appointment of a special committee to prepare answers to the six questions posed by the Federal Communications Commission in connection with the pending permanent allocation of frequencies for theatre television use has been made by the Society of Motion Picture Engineers.

Under the chairmanship of D. E. Hyndman, the committee will include representatives from all phases of the

(Continued on page 11)

'Healthy,' Ginsberg Says of N.E.F.C.

Henry Ginsberg, Paramount production chief, yesterday termed the new National Exhibitors Film Co., which will finance independent production, "a healthy, stimulating" development.

"It is always good for the integral parts of the industry to know more about the others," Ginsberg said. "Moreover, it should be a stimulating influence for independent producers, who have almost been put out of business. Important new talent has been developed and other contributions to production have been made by independents. The new company may be responsible for more."

Krim Agrees on TOA Video Trailer Idea

Arthur B. Krim, president of Eagle-Lion, yesterday informed Gael Sullivan, executive director of the Theatre Owners of America, that he was "in 100 per cent agreement" with TOA's proposal for the utilization of television trailers to advertise pictures. This makes the fifth producer to endorse the TOA plan, the others being RKO Radio, Republic, Universal-International, Monogram and Irving

(Continued on page 10)

British Industry Votes Delay on Theatre Video

72 Video Stations Are Now Operating

A total of 72 television stations are now operating, construction permits have been granted for 45 others and applications for permits now total 338, according to the Television Broadcasters Association. Newest stations in operation are WAFM-TV and WBRC-TV, Birmingham, Ala.; WDEL-TV, Wilmington, and WTCN-TV, Minneapolis.

New York, Ohio and California are the top three video states, with 14, 12 and 11 stations, respectively. Los Angeles has the most of any city, with seven.

London, July 5.—Plans for large screen theatre television here received an abrupt setback today as the joint distributor-exhibitor-producer committee under the chairmanship of J. Arthur Rank decided to abandon television discussions with government officials pending the making of a report by the government's newly appointed committee to enquire into the British Broadcasting Co. setup.

The government's enquiry is not expected to receive evidence before autumn and the report of the committee will be made much later. All sections of the trade currently are preparing memoranda setting forth their views.

Despite his own well prepared plans for theatre television, Rank accepted the setback and will go along with the trade's decision.

Up to now, trade discussions have

(Continued on page 10)

Ginsberg Sees Para. Backlog Set for 1950

Divorcement Prospect Has Not Altered Plans

Henry Ginsberg

Paramount will start operations as an exclusively producing-distributing company next January 1 well fortified with strong product and a substantial backlog, Henry Ginsberg, vice-president and studio head, told a trade press luncheon at the Hotel Plaza here yesterday.

Ginsberg said Paramount will have a minimum backlog of eight to 10 completed features by the first of next year when the separation of Paramount's production-distribution opera-

(Continued on page 11)

Unger, Rogers Form Service for 'Indies'

Joseph J. Unger has joined Budd Rogers, forming a new company, Rogers and Unger Associates, to serve independent producers.

Unger was until recently general sales manager of United Artists and previously was with Paramount for 18 years as assistant general sales manager.

In addition to serving producers in the field of New York representation, the new firm will assist in arranging financing for new production. They will also cooperate in the matter of

(Continued on page 10)

Edward Small Due Here on E-L Deal

Edward Small is expected here today from the Coast for final discussions with Robert R. Young on the proposal for acquisition of Eagle-Lion control by Small.

Meanwhile, no developments have occurred to alter Young's reported reluctance to relinquish control of E-L on the terms proposed, giving rise to the belief that unless Small agrees to a compromise of some sort the deal will not go through.

52-Reeler from MOT On the Pacific War

Television will be the first medium to give a complete account of the war in the Pacific, documenting actions of all U. S. and Allied services, according to March of Time, which is making a 52-reel version for television to be aired nationally in early 1950. It will continue pioneering work of the present series on Eisenhower's Crusade in Europe.

Since no single book has been written or is in progress on all theatres of the Pacific War, a new series will be based on original March of Time scripts. Co-operation from the U. S. national military establishment in providing film from the Army, Navy, Air Force and Marines and of British, Australian, New Zealand and Dutch authorities in furnishing further film is said to be already assured as the project passes from preparatory to editing stages, according to Richard de Rochemont, producer of March of Time.

Annual Sales Drive Launched by Realart

Second anniversary sales drive of Realart Pictures was launched at the weekend and will run to September 30. Five prizes will be awarded on a national basis to the five exchanges making the best showings against their quotas. Special bonuses will be awarded to outstanding bookers.

Major Oldfield Graduates

Fort Leavenworth, Kans., July 5.—Major Barney Oldfield, long time motion picture critic, formerly Motion Picture Daily's correspondent in Omaha, and more recently a studio publicist at Warner Brothers, was graduated this week from the Command and General Staff College here. As one of the Army's public relations men, his next assignment will be with the Headquarters U. S. Army-Pacific in Hawaii, which will take about three years. Sailing date is about August 17 from San Francisco, and while awaiting the port call he will spend 40 days on leave in the Hollywood area.

MPAA Group to Meet

A meeting of the Motion Picture Association of America's community relations committee will be held tomorrow at the association's New York office. Leon Bamberger of RKO will preside in the absence of Ned Depinet, committee chairman. Other members of the committee are: Maurice Bergman, Universal; Steve Edwards, Republic; Harry Goldberg, Warner Brothers; Edward Morey, Allied Artists; Louis A. Novins, Paramount; Henderson M. Richey, Loew's; Sam Shain, 20th-Fox, and Francis Harmon and Arthur De Bra of the association.

More Pay for Janitors

Chicago, July 5.—A 10 cents an hour wage increase will be submitted to the janitors union here this week by Thomas J. Burke, business manager of the AFL Theatre and Amusement Division. The increase would give theatre janitors $288.36 a month.

Personal Mention

NED E. DEPINET, RKO president, and board members Lawrence Green and George Shaw will leave here today for Hollywood to attend a board meeting. J. Miller Walker, secretary, and board member Fred Ehrman already have left here for the Coast.

•

M. L. Simons, assistant to H. M. Richey, M-G-M exhibitor relations head, will leave here Sunday for New Orleans, where C. J. Briant, resident manager, will accompany him to the convention of the Mississippi Theatre Owners Association to be held July 10-12 at Biloxi.

•

Fred R. Greenway, manager of Loew's Poli Palace Theatre, Hartford, and Mrs. Greenway, will leave there August 15 for a vacation at New London, Conn.

•

Stanton Griffis, chairman of the Paramount executive committee, who resigned recently as U. S. Ambassador to Egypt, arrived here yesterday from Europe aboard the *S. S. Queen Mary.*

•

Charles M. Odorizzi, formerly a Montgomery-Ward vice-president, has been appointed vice-president in charge of service of the RCA Victor division of RCA.

•

Edward Morey, Monogram-Allied Artists vice-president, is in Los Angeles from New York to attend a board of directors meeting.

•

Victor Volmar, Monogram International publicity director, has returned to New York from Hollywood.

•

Pincus Sober of M-G-M's legal department, returned here yesterday from the Coast.

•

Sidney Franklin, M-G-M producer, will leave Hollywood at the end of the week for London.

•

Sam Marx, M-G-M producer, has returned to the Coast from Washington.

•

Charles L. Casanave, Motion Picture Sales vice-president, has returned to New York from Boston.

•

Dimitri Tiomkin, composer and musical director, is in Chicago en route to Hollywood from New York.

•

Sam Harris, a partner in the State Theatre, Hartford, and Mrs. Harris, are vacationing in Canada.

WILLIAM F. RODGERS, M-G-M vice-president in charge of sales, will return to New York from the Coast on Monday.

•

Walter B. Lloyd, manager of the Allyn Theatre, Hartford, and Mrs. Lloyd, will return there tomorrow from a vacation at Jacksonville, where they visited Mrs. Lloyd's brother, Jesse Clark, Paramount district manager.

•

Scott Dunlap, Monogram-Allied Artists executive producer, will leave here today for England to discuss production plans with executives of Associated British Pathe.

•

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, is due in New York this week from Atlanta.

•

E. K. (Ted) O'Shea, Paramount assistant general sales manager, spent the holiday visiting relatives at Buffalo.

•

William Beaudine, Monogram director, has entered the Ramona Hospital, Glendale, Cal., for a minor operation.

•

Rodney Collier, manager of the Stanley Theatre, Baltimore, is vacationing in the Pocono Mountains of Pennsylvania.

•

Bruce Harris, former manager of Martin's Theatre, Americus, Ga., has become manager of the Ritz Theatre, Marianna, Fla.

•

Nat Wolf, Warner Ohio zone manager, is co-chairman of the Movie Star World Series to be held at Cleveland on Sunday.

•

Phil Gerard, Universal-International Eastern publicity manager, is in Washington today from New York.

•

Morris Mechanic, Baltimore exhibitor, is in New York from that city.

•

Arthur C. Bromberg, Monogram Southern president at Atlanta, is in Hollywood for a sales conference.

•

Arthur Nielsen has resigned as manager of the Iowa Theatre, Sioux City, to join the Marines.

•

Harold C. Berg will handle publicity and promotion for the Krim Theatre Circuit, Detroit.

Claggett at MPAA Here

Manning Claggett of the Motion Picture Association of America's public information department in Washington is handling publicity in the New York office this week pending the return from vacation of Al Corwin, new MPAA public information manager here. Corwin replaced Tom Waller who resigned last week.

Another for Thorpe

Hollywood, July 5. — Richard Thorpe, who recently completed directing "Malaya" for M-G-M, will direct "The Knife," forthcoming William H. Wright Production for the same studio. Gene Kelly will star. Screenplay for "The Knife" was written by Luther Davis, based on an original by Leo Townsend.

Newsreel Parade

JUDITH COPLON'S conviction and honors being bestowed on Irene Dunne are current newsreel highlights. Other items include stories of human interest, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 54—Judith Coplon found guilty. Irene Dunne honored. Chinese orphan. Australian floods. Tennis at Wimbledon. Night water skiing.

NEWS OF THE DAY, No. 288—Prison term for Judy Coplon. "G.I" adopts Chinese orphan. Catapult planes. Notre Dame honors Irene Dunne. Night water skiing. Monte Carlo takes up dice.

PARAMOUNT NEWS, No. 91—Water skiing by night. New president of world bank: Eugene Black. Irene Dunne receives Notre Dame award. Judith Coplon convicted. Chinese orphan.

TELENEWS DIGEST, No. 27-A—Judith Coplon guilty. Japan: Soviet-trained "P.W.'s" return. Germany: youth movement revived. New York: Boy's Town of the East. Puerto Rico: water skiing.

UNIVERSAL NEWS, No. 261—Judith Coplon faces 10 years. Notre Dame honors Irene Dunne. Chinese orphan. New kind of gas tank. Catapult plane. Night water skiing. Motorcycle race. Model airplanes.

WARNER PATHE NEWS, No. 92—Judith Coplon guilty. Rubberband catapult plane. Australian floods. Chinese orphan girl. Eddie Waitkus. Dangerous occupation. Tie-fashions. Night water skiing.

McCarthy Sets Busy London Schedule

London, July 5.—John McCarthy, Motion Picture Association of America vice-president and foreign department head, arrived here today for a three-day visit before continuing on to Scandinavian countries.

While here he will meet with managing directors of MPAA's constituent companies, with Rupert Somervell, under-secretary of the Board of Trade, Treasury officials and leaders of the several divisions of the film industry here. There is a possibility that he may also have an informal meeting with Harold Wilson, Board of Trade president. McCarthy's visit is described as a routine inspection. He plans to return here en route back to New York from the Scandinavian countries.

Skouras at Rome Meeting

Managers of 20th Century-Fox's branch offices in Italy will hold their annual sales meeting in Rome today, the company reported here yesterday. Attending the meeting will be Spyros P. Skouras, president of the company, and Murray Silverstone, head of the company's international organization. Also present will be Francis L. Harley, managing director for Europe. Mario Luporini, the company's sales manager for Italy, will preside at the sessions.

Fifth Reade Drive-in

Walter Reade Theatres will start work immediately on a 450-car drive-in theatre at Toms River, N. J. Completion is scheduled in 45 days, with Friday, August 12, as the proposed opening date. The outdoor theatre will be the circuit's fifth of 27 planned for the next few years.

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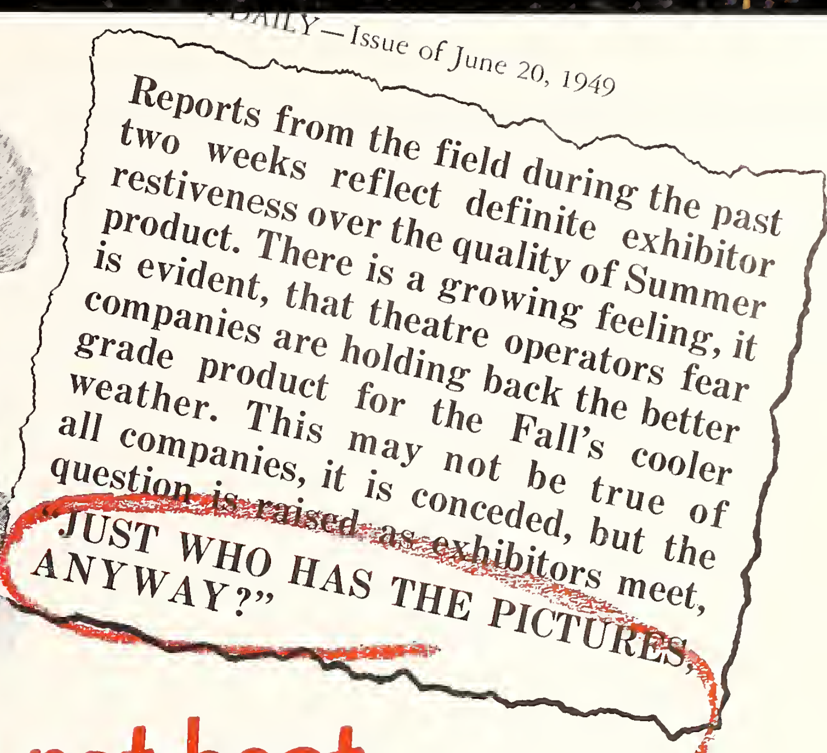


DAILY—Issue of June 20, 1949

Reports from the field during the past two weeks reflect definite exhibitor restiveness over the quality of Summer product. There is a growing feeling, it is evident, that theatre operators fear companies are holding back the better grade product for the Fall's cooler weather. This may not be true of all companies, it is conceded, but the question is raised as exhibitors meet, "JUST WHO HAS THE PICTURES, ANYWAY?"

"Let's not beat around the bush— M·G·M HAS THE PICTURES!"

ALL SUMMER LONG!

M-G-M again this year opens up its film vaults and gives you its BIGGEST HITS when you need them most! COMPARE!

TAKE ME OUT TO THE BALL GAME" *(Technicolor)* Frank Sinatra, Esther Williams, Gene Kelly, Betty Garrett

THE BARKLEYS OF BROADWAY" *(Technicolor)* Fred Astaire, Ginger Rogers, Oscar Levant

EDWARD, MY SON" Spencer Tracy, Deborah Kerr

NEPTUNE'S DAUGHTER" *(Technicolor)* Esther Williams, Red Skelton, Ricardo Montalban, Betty Garrett, Keenan Wynn, Xavier Cugat

THE WIZARD OF OZ" *(Technicolor)* Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley

ANY NUMBER CAN PLAY" Clark Gable, Alexis Smith, Wendell Corey, Audrey Totter

THE STRATTON STORY" James Stewart, June Allyson, Frank Morgan, Agnes Moorehead, Bill Williams

IN THE GOOD OLD SUMMERTIME" *(Technicolor)* Judy Garland, Van Johnson, S. Z. "*Cuddles*" Sakall, Spring Byington

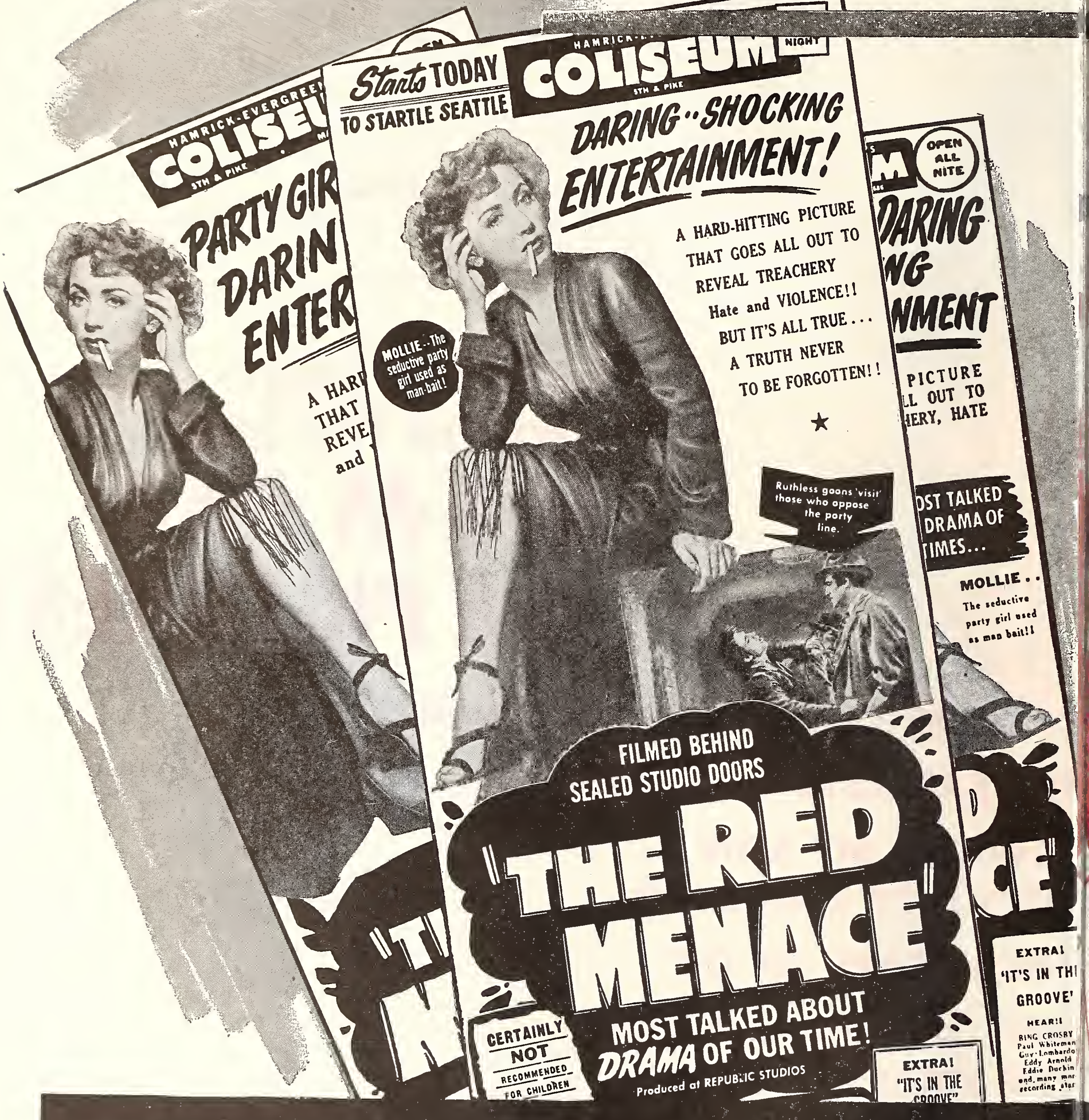
THE GREAT SINNER" Gregory Peck, Ava Gardner, Melvyn Douglas, Walter Huston, Ethel Barrymore, Frank Morgan, Agnes Moorehead

MADAME BOVARY" Jennifer Jones, Van Heflin, Louis Jourdan, and James Mason with Christopher Kent

SCENE OF THE CRIME" Van Johnson, Gloria DeHaven, Arlene Dahl, Tom Drake

M-G-M Winner of "Exhibitor Magazine" Poll of theatres for "BEST PRODUCT AND FAIREST TERMS!"

...these ads



HAMRICK-EVERGREEN COLISEUM
5TH & PIKE

Starts TODAY
TO STARTLE SEATTLE

DARING..SHOCKING ENTERTAINMENT!

A HARD-HITTING PICTURE THAT GOES ALL OUT TO REVEAL TREACHERY Hate and VIOLENCE!! BUT IT'S ALL TRUE... A TRUTH NEVER TO BE FORGOTTEN!!

★

MOLLIE--The seductive party girl used as man-bait!

Ruthless goons 'visit' those who oppose the party line.

FILMED BEHIND SEALED STUDIO DOORS

"THE RED MENACE"

MOST TALKED ABOUT DRAMA OF OUR TIME!

Produced at REPUBLIC STUDIOS

CERTAINLY NOT RECOMMENDED FOR CHILDREN

EXTRA! "IT'S IN THE GROOVE"

AND THE AVALANCHE OF DATE

MAYFAIR, New York (2nd week) • STANTON, Philadelphia • METROPOLITAN, W
Pittsburgh • LOEW'S, Cleveland • GARRICK, Chicago • ALHAMBRA, Milwauke
Newark • LIBERTY, Oklahoma City • MAYFAIR, Portland • MAYFAIR, Baltim
ESQUIRE and APOLLO, Kansas City • WEIS, Savannah • PALACE, Tampa • P

jammed them in

for Seattle

FILMED BEHIND SEALED STUDIO DOORS

THE RED MENACE

MOST TALKED ABOUT DRAMA OF OUR TIME

PRODUCED AT REPUBLIC STUDIOS
EXECUTIVE PRODUCER • HERBERT J. YATES

FLASH!
OPENING DAY
HOUSE RECORDS
BROKEN AT
YAKIMA THEATRE
YAKIMA

KEEPS ROLLING . . .

ton • 20th CENTURY, Buffalo • PARAMOUNT and FENWAY, Boston • FULTON,
SOURI, St. Louis • PARAMOUNT, New Haven • IMPERIAL, Charlotte • ADAMS,
YMPIC, Utica • CAPITOL, Sacramento • SENATOR, Vallejo • RAJAH, Reading
Jacksonville • PARAMOUNT, Denver • GRAND, Cincinnati • FLORIDA, Miami

Hollywood

Hollywood, July 5

ANTHONY VEILLER, currently preparing "Chain Lightning" as a Humphrey Bogart vehicle for Warners, has signed a new long term producer contract with that studio. . . . Paul Short, who last week completed production of "The Kid from Texas" with Audie Murphy, for U-I release, has acquired the Book-of-the-Month "Woods Colt" for prdouction with the same star. . . . H. C. Potter is to direct Greer Garson in "Europa" for M-G-M producer Gottfried Reinhardt.

•

Addition of a series of James Oliver Curwood stories to be produced by Lindsely Parsons for Monogram brings the total of that company's picture series to 10, believed an all time record. . . . Irving Allen and Franchot Tone have engaged Paul Jarrico to script "The White Tower," which they will produce in France for RKO Radio release. . . . Robert Stevenson has been signed by RKO Radio to direct "Jet Pilot," designated by Howard Hughes as one of the most important production projects on the company's schedule.

Universal Adds to Employe Benefits

An increase in surgical benefits, the addition of dependents for surgical benefits, an increase in hospitalization coverage and a waiver of premiums on all of its group insurance plans for two months is announced here by Universal-International for its more than 3,000 employes and their families from Coast to Coast as a result of the company's favorable employe loss-claim record during the past year. The increase in surgical benefits is from $225 to $300. For a slight additional monthly premium, dependents of employes will be eligible for the first time to share in surgical benefits. Under the company's hospitalization plan, employes earning less than $50 weekly, who are now entitled to $7 per day in hospital benefits, will receive $8.

New Tour for Wolf

A new program of speaking engagements at meetings of businessmen's clubs has been scheduled for Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head. His first appearance for July was yesterday before the Rotary Club in Salem, Ore. The Rotary in Portland, Ore., will hear him on July 12, and on July 13 and 14, he will appear before the Lion's in Eugene, Ore., and the Rotary and Kiwanis in Vancouver, Wash., respectively, followed by appearances at the Kiwanis, Tacoma, July 19; Rotary, Olympia, July 22; Junior Chamber of Commerce, Spokane, July 25; Lion's, Wenatchee, Wash., July 29; Rotary, Seattle, August 3; Lion's, Bellingham, August 4; Rotary, Sacramento, August 11; Vallejo, August 18, and Fresno, August 22.

Brooklyn House Sold

Eagle Show, Inc., headed by Louis B. Stackwell, has purchased the Majestic Theatre in downtown Brooklyn from the Siritzky Brothers. Berk and Krumgold were the real estate brokers.

Reviews

"You're My Everything"

(20th Century-Fox)

"YOU'RE My Everything" is one of those extravagant, show-business dramas that follows the checkered course of a husband and wife in the entertainment world. Filmed in Technicolor, it is filled with bright sets, production numbers and a flock of favorite old songs that should evoke pleasing nostalgia. One of the most pleasant aspects of the picture comes casually by way of a background which involves a journey through the history of the motion picture industry. The picture was based on a story by George Jessel and features Dan Dailey and Anne Baxter in the leads. The story runs along lines that are familiar for a production of this sort, but is one that always has proven its merit at the box-office.

Opening in Boston a quarter of a century ago, the picture presents Miss Baxter as a discreet young lady who worships from a distance Dailey, star of a musical show. A rainy afternoon meeting eventually develops into marriage. From this point on there are some more musicals until Hollywood beckons Dailey for a screen test. Oddly enough, it is Miss Baxter who gets the job instead of Dailey. She develops into a top silent film actress, while Dailey continues as a nightclub entertainer. In time, talkies are developed, and among those who cannot adapt to the new medium is Miss Baxter. But as fate would have it, it becomes Dailey's time now to glory in the Hollywood limelight. In due time his screen popularity passes and it is when he tries to set his daughter Shari Robinson into a screen career that a crisis in the family develops. The objections of Miss Baxter are strenuous and for a time there is a separation, but all this proves to be a minor misunderstanding en route to the reunion and a happy finale.

Lamar Trotti produced from a screenplay by himself and Will H. Hays, Jr. In the course of the film, MOTION PICTURE DAILY and *Motion Picture Herald* come in for a glimpse. One of the most winning sequences in the film is a satire on a silent film production. Some excellent hoofing is done by both Dailey and Miss Robinson, and adequate performances are turned in by Miss Baxter and Anne Revere, the latter playing a crusty aunt with a heart of gold. Walter Lang directed.

Running time, 94 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"One Last Fling"

(Warner Brothers)

A SIMPLE misunderstanding between husband and wife sets loose a series of comic events in "One Last Fling." The picture features Alexis Smith and Zachary Scott as the married couple with support coming from Ransom Sherman and Veda Ann Borg. The picture is featherweight in content and is easy to take, but inclines occasionally to strain for humorous effect.

Actually, in the screenplay of Richard Flournoy and William Sackheim, husband and wife love each other very much, but one day she spots him on a business date with attractive Miss Borg. Pushed by coincidents, Miss Smith builds up an imaginary case of disloyalty and in time husband and wife are separated. At this point, husband misses wife very much and vice versa but each has too much pride to make the initial gesture that would reunite them. The events reach farcical proportions, with complications developing when Miss Borg's husband develops some fantasies of his own about Scott. In good time the difficulties are cleared up and the happy ending is at hand.

Performances are generally satisfactory. Peter Godfrey's direction keeps things rolling along at a merry pace. A highly amusing vignette is provided by Jody Gilbert as a fat, candy-loving secretary who has a penchant for listening into other people's conversations. Based on a story by Herbert Clyde Lewis, the picture was produced by Saul Elkins.

Running time, 64 minutes. General audience classification. Release date, August 6.

M. H.

Cut Stage Show Prices

CINCINNATI, July 5.—Reduced prices for the stage show and picture policy are in effect at the RKO Albee here, starting with the New York Palace eight-act vaudeville show this week. Revised scales range from 55 to 85 cents, compared with 64 to 94 cents previously.

Golos on U-I Assignment

Len Golos will work with the Universal-International "Sword in the Desert" promotion unit headed by Jeff Livingston, U-I's special, which will have its world premiere in New York late in August. It was produced by Robert Buckner.

Named to Superfilm Post

Marjorie Thirer Geiss has been appointed publicity director for Superfilm Distributing Corp., it is announced by Marcello Girosi, with the new Roberto Rossellini picture, "Germany Year Zero," the first film to be handled by Mrs. Geiss.

Pickford Files for Video

WASHINGTON, July 5.—Mary Pickford has filed an application with the Federal Communications Commission for a third television station, in Asheville, N. C. She had previously asked for stations in Durham and Winston-Salem. All three requests will stay pending until the television freeze is lifted.

Bodin in New Firm

Harry Sabbath Bodin has resigned from Weisman, Celler, Quinn, Allan and Spett to become a partner in the new law firm of Fischer, Bodin anl Tonkonogy. Bodin had been active in motion picture litigation in his previous post.

Seeks End of Bidding

DETROIT, July 5.—Charles Snyder executive secretary of Allied of Michigan, in a statement issued by the organization, urges exhibitors to get together in an effort to combat competitive bidding.

British Scophony Decree This Week

Washington, July 5.—The Justice Department's Scophony anti-trust suit is expected to be closed out completely this week or early next when the British Scophony, Ltd., sole remaining defendant, agrees to consent judgment practically identical with that accepted by the American defendants some months ago. Justice officials said an agreement has been reached with the British firm to take such a decree, and that "about all that's left is for us to get a judge to sit in on the proceedings."

$2,500 for a Drive-in Fee in Cleveland

CLEVELAND, July 5.—The City Council has passed an ordinance requiring drive-in builders to obtain a license to construct an outdoor theatre within the city limits with annual fees of $500 for 500 or less cars; $1,500 for more than 500, and less than 1,000, and $2,500 for more than 1,000. Licenses are to be issued only on recommendation of reports from the commissioners of buildings, health, fire and police. Licenses may be revoked at any time for failure to comply with specified terms of licensing.

In case of refusal to issue a license or of revocation or suspension, applicant may appeal to a board of appeals composed of the directors of law or finance, or a substitute named as their representatives.

Goldwyn at 12-Year Production Record

HOLLYWOOD, July 5.—A production peak which he has not reached in 12 years will be achieved by Samuel Goldwyn when he places "The Edge of Doom" before the cameras this fall, bringing his 1949 production schedule to a total of four films. Since 1937 he has done only two or three annually.

Included in his 1949 production spurt are "Roseanna McCoy," which will be released in September; "My Foolish Heart," currently in production; "Beloved Over All" and "The Edge of Doom."

'Blue Law' Arrests

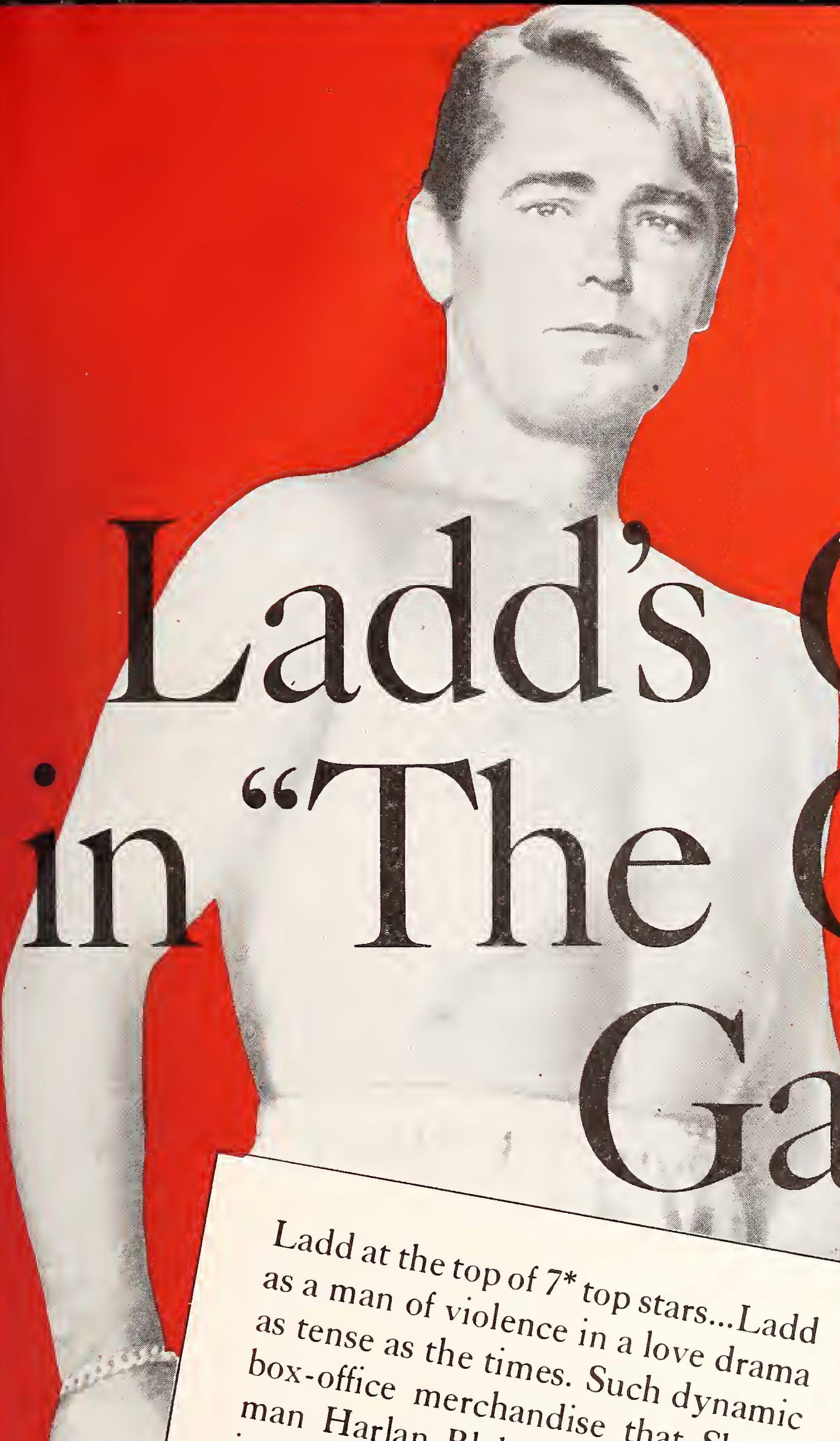
HATTIESBURG, Miss., July 5.—Owners and employes of six theatres were arrested here Sunday when the houses stayed open after six P.M. despite a "blue law" which forbids operation of any but "essential" establishments. The theatres remained opened as relief employes took over.

Fire Asphyxiates Usher

SALT LAKE CITY, July 5.—Smoke from a basement fire yesterday in the Capitol Theatre, Salt Lake City's largest theatre, asphyxiated Richard Duffin, 17-year-old usher. A holiday crowd of 600 persons left unharmed. Six explosions that followed damaged the theatre's structure.

Lachman Names Agent

Edward Lachman, president of Lorraine-Carbon, Inc., has appointed the Minneapolis Theatre Supply Co. as Lorraine Carbon representative for the Minneapolis territory.



Ladd's Great in "The Great Gatsby"

Ladd at the top of 7* top stars...Ladd as a man of violence in a love drama as tense as the times. Such dynamic box-office merchandise that Showman Harlan Blake of Minneapolis, in The Independent, writes: "Exhibitors from first runs down can't go wrong booking it just as soon as they can get it on any basis!"

A GREAT PARAMOUNT PICTURE

* Alan Ladd · Betty Field · Macdonald Carey · Ruth Hussey · Barry Sullivan · Howard Da Silva in "THE GREAT GATSBY" with Shelley Winters · Produced by Richard Maibaum · Directed by Elliott Nugent · Screenplay by Cyril Hume and Richard Maibaum · From the Novel by F. Scott Fitzgerald and the play by Owen Davis

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by Motion Picture Daily *correspondents. Estimates omit admission tax.*

TORONTO

Shea's Theatre is the third Famous Players' Toronto unit to turn to double bills, following the adoption of the dual policy for the previous week by the University and Eglinton theatres which currently have a reissue as the top attraction. Holdovers were "The Barkleys of Broadway," at Loew's, and "The Lady Gambles," at the Uptown. Weather continued humid and hot. Estimated receipts for the week ending July 7:

THE BARCLAYS OF BROADWAY (M-G-M) — LOEW'S (2,074) (20c-36c-50c-70c-80c) 6 days. 2nd week. Gross: $13,200. (Average: $14.200)

DAUGHTER OF THE WEST (FC) and THE FIGHTING SEABEES (Rep.—reissue)—BILTMORE (938) (15c-30c-36c-55c) 6 days. Gross: $3.500. (Average: $4,000)

JULIA MISBEHAVES (M-G-M) and BLACK BEAUTY (20th-Fox—reissue) — FAIRLAWN (1,195) (20c-36c-50c-55c) 6 days. Gross: $3.700. (Average: $4,000)

THE LADY GAMBLES (U-I)—UPTOWN (2,761) (20c-40c-50c-70c-80c) 6 days, 2nd week. Gross: $8,000. (Average: $9,500)

REIGN OF TERROR (Intl.) — ODEON-TORONTO (2,319) (20c-35c-50c-60c-70c-80c) 6 days. Gross $13,000. (Average: $13,500)

SORROWFUL JONES (Para.) — IMPERIAL (3,343) (20c-40c-50c-70c-80c) 6 days. Gross: $16,100. (Average: $14,600)

THE TRAIL OF THE LONESOME PINE (Para. reissue) and SPECIAL AGENT (Para.) — UNIVERSITY (1,556) (20c-40c-50c-70c) 6 days. Gross: $6,800. (Average: $7,500)

THE TRAIL OF THE LONESOME PINE (Para.—reissue) and SPECIAL AGENT (Para.)—EGLINTON (1,086) (20c-40c-50c-70c) 6 days. Gross: $6,000. (Average: $6,500)

THE WINDOW (RKO Radio) and THE JUDGE STEPS OUT (RKO Radio) — SHEA'S (2,480) (20c-40c-50c-70c-80c) 6 days. Gross: $13,000. (Average: $13,700)

Note: The Odean, Danforth, Humber and Hyland Theatres are omitted from above list because of subsequent-run policy and also varying changes of program.)

(Averages are revised in above.)

BUFFALO

Buffalo business picked up all around this week, aided by a big influx of visitors, especially from Canada, which country had a long holiday week-end starting with Dominion Day last Friday. "Sorrowful Jones," at the Great Lakes, was the outstanding grosser and "Neptune's Daughter," at the Buffalo, enjoyed a big week. "The Big Steal" at the 20th Century, "Special Agent," at the Hippodrome and "Calamity Jane and Sam Bass" at the Lafayette all did well, while the Teck did fair with a third week of "The Stratton Story." Estimated receipts for the week ending July 7-8:

BIG STEAL (RKO Radio)—20TH CENTURY (3,000) (40c-50c-65c-70c). Gross: $15,000. (Average: $8,500)

CALAMITY JANE and SAM BASS (U-I) — LAFAYETTE (3,000) (40c-50c-65c-70c). Gross: $10.500. (Average: $12,500)

NEPTUNE'S DAUGHTER (M-G-M) — SHEA'S BUFFALO (3,489) (40c-50c-65c-70c). Gross: $22,500. (Average: $15,500)

SORROWFUL JONES (Para.) — GREAT LAKES (3,000) (40c-50c-65c-70c). Gross: $23,000. (Average: $13,000)

SPECIAL AGENT (Para.) — HIPPODROME (2,100) (40c-50c-65c-70c). Gross: $8,000. (Average: $6,500)

STRATTON STORY (M-G-M) — SHEA'S TECK (1,500) (40c-50c-65c-70c) 3rd week. Gross: $4,000. (Average: $4,800)

CINCINNATI

Aside from a few plus-average figures, returns currently are only fair, due largely to the record heat, and an exodus of citizens out of town for the prolonged weekend holiday. Estimated receipts for the week ending July 5-8:

THE BIG STEAL (RKO Radio) — RKO PALACE (2,700) (50c-55c-60c-65c-70c-75c). Dualed with **TUCSON (20th-Fox).** Gross: $12,000 (Average: 13,000)

JOHNNY ALLEGRO (Col.)—RKO LYRIC (1.400) (50c-55c-60c-65c-70c-75c) Dualed with **MAKE BELIVE BALLROOM (Col.)** 3 days. 2nd week on a moveover from the Palace.—RKO LYRIC (1.400) 50c-55c-60c-65c-70c-75c) 4 days. Dualed with **BOMBAY CLIPPER** (FC). Combined gross: $5,000. (Average: $5 000)

NEPTUNE'S DAUGHTER (M-G-M) — RKO CAPITOL (2.000) (50c-55c-60c-65c-70c-75c) 2nd week. Gross: $9,000. (Average: $10.000)

SORROWFUL JONES (Para.) — RKO ALBEE (3,300) (50c-55c-60c-65c-70c-75c). Dualed with **THE CRIME DOCTOR'S DIARY (Col.)** 2nd week. Gross: $12,000. (Average: $13,000)

THE STRATTON STORY (M-G-M) — RKO GRAND (1.500) (50c-55c-60c-65c-70c-75c). Gross: $13.000. (Average: $8.000)

PYGMALION (Ellis) — RKO SHUBERT (2.150) (50c-55c-60c-65c-70c-75c). Gross: $5 000. (Average: $5.000)

TULSA (E-L)—KEITH'S (1.500) (50c-55c-60c-65c-75c). Gross: $10,000. (Average: $7.500).

Reviews

"Flaming Fury"

(Republic)

A NEW addition to the series of documentary-styled dramas examining the quiet heroism of public officials in tracking down criminals is made in Republic's "Flaming Fury." Dedicated to the Arson Bureau of Los Angeles, the screenplay is a composite of several actual cases culled from the files of that bureau. There are no top cast names in the picture but it is superior to its modest budget.

Alarmed at the outbreak of fires in the Los Angeles area, the Arson Bureau sets to work smoking out the criminal ring responsible. It is learned that this underworld ring "torches" business establishments after agreements with proprietors in order that both may profit from the accruing insurance. Also learned by the bureau is that a chemical substance is used to start the fires. Armed with this information, it now becomes a matter of setting a trap and catching the culprits *flagrante delicto.* This task proves an intricate affair which involves the sending of an undercover man to work within the ring. As a result, the undercover man is detected and there is a flurry of melodramatic excitement before a last-minute rescue takes place.

Roy Roberts portrays the captain of the arson squad while George Cooper is the undercover man who absorbs a bit of punishment before the arson ring is sent to jail. George Blair directed, from a screenplay by John K. Butler; Sidney Picker was associate producer.

Running time, 60 minutes. General audience classification. Release date, July 28.

M. H.

"The Blind Goddess"

(Gainsborough-Rank-Universal)

FAIR entertainment values are offered in this courtroom drama in which the upper strata of British society becomes enmeshed in a libel suit and and international scandal.

With Eric Portman, Hugh Williams, Anne Crawford and Michael Denison as the mainstays in the cast, it was to be expected that besides good acting, the film could also present something in the way of tight, suspense-filled sequences. Unfortunately, producer - director Harold French did not have too much to work with in the way of a story, and though there are moments of good drama, the picture as a whole does not quite come off.

Denison plays the part of the private secretary to Lord Brasted (Hugh Williams), an administrator of an international relief organization who discovers that his employer has been diverting the organization's funds for private use. Williams attempts to bribe him but is unsuccessful and Denison takes his information to the Prime Minister. The young man is sued for libel and is convicted by a letter, written to the prosecuting counsel's daughter, but is stolen by William's wife and forged for use in court.

The prosecutor (Eric Portman) obtains the conviction but the return of his daughter brings new light on the case, and Williams commits suicide when he realizes that the game is up.

The screenplay, by Sir Patrick Hastings, was adapted by Muriel and Sydney Box. Others in the cast are Nora Swinburne, Raymond Lovell, Claire Bloom and Frank Collier.

Running time, 88 minutes. General audience classification. A June release.

"Omoo, Omoo, the Shark God"

(Elsa Pictures-Screen Guild)

Hollywood, July 5

HERMAN MELLVILLE'S novel is the basis for a script by Leon Leonard and George Green which develops into a fairly entertaining and similarly interesting production about a tale of seafaring and tropical-island adventure which is designed primarily for action-film houses. Leonard S. Picker produced and Leon Leonard directed, with Green serving as associate producer.

Especially interesting is a death struggle between an octopus and a moray eel on the ocean's floor. Other interesting footage worked into the narrative shows savage tigers at battle in the jungles. These added features give the picture somewhat more audience value than is par for product in this box-office category.

The story opens with Ron Randall, Devera Burton, Trevor Bardette, Michael Whalen, Richard Benedict and George Meeker aboard a sailing vessel headed for a tropical island on a mission which is not disclosed to the crew. Actually, the captain of the ship is headed back to pick up a pair of valuable black pearls which he filched from the natives' shrine on a previous visit, thus making himself victim of a strange malady ever since. The crew members undertake to doublecross the captain when they find out what the trip is about, and eventually he is killed by one of them, at which time the curse passes on to his daughter. More killings occur before the daughter is impelled to restore the pearls to the shrine, after which everything winds up happily.

Running time, 58 minutes. General audience classification.

Short Subject

"Stop—Heavy Traffic"

(March of Time-20th-Fox)

March of Time has a timely and interesting subject on the peak production of automobiles and the resultant traffic problems throughout the country.

With 41,000,000 cars now on the highways and new cars pouring from the factories the film shows the congestion resulting in cities and towns which originally laid out streets to accommodate the horse-and-carriage traffic. Some solutions have already been put into effect to alleviate the trouble. In White Plains, N. Y., special municipal parking lots have been established. In New York City truck terminals, highways, bridges and tunnels are under construction, and in other parts of the country Federal and state governments are building new road nets to accommodate the record flow of vehicles. Several demonstrations of model mechanical garages are also shown. Release date, July 8. Running time, 18 minutes.

Minnesota Circuit In 1st Decree Deal

Minneapolis, July 5.—The Paramount affiliated Minnesota Amusement Co. has purchased the interest of Joe Ryan at Madison, S. D., in the first move of the Minneapolis district to comply with the terms of the decree agreement with the U. S. government in settlement of the Paramount anti-trust suit. The circuit and Ryan have been partners in the operation of the Lyric, which Ryan owned, and the State, held under lease. Under the decree agreement, the Paramount affiliate, Maco, will have to dispose of one of the two Madison theatres by November 5.

Meantime, Maco president Harry B. French and company attorneys are continuing negotiations with E. R. Ruben interests to split up a partnership at La Crosse, Wis., and with the Nicholas estate at Fairmount, Minn., to buy or sell two theatres.

Party for Gigi Perreau

Eight-year-old Gigi Perreau, the child star in Samuel Goldwyn's "Enchantment," and who has a part in the unreleased "Roseanna McCoy," was honor guest—along with her brother actor and brother in real life, Peter Miles, and her sister, Janice Perreau—at a party yesterday at Schrafft's, Rockefeller Center. They were chaperoned by their parents, and will sail for France on the *S.S. Mauretania* today. Also present at the party were James A. Mulvey, president of Samuel Goldwyn; Philip de Croisset, director of the French Tourist Office, editors of national magazines and the trade and daily press.

A Revolutionary Open Letter from George J. Schaefer to You, Mr. Exhibitor, and Mr. Sound Service Engineer!

Please read every word . . . it's vital to your business.
George J. Schaefer

July 6, 1949

My appreciation to all theatre owners and sound service engineers who responded so readily to the open, revolutionary letter of Lon J. Hacking, President, in the Film Daily of June 28th. Thank you also most heartily for the warm welcome you have extended to our new company.

We had hoped for an encouraging reply, but the response exceeded our fondest expectations. It confirms our prior study and survey that there is a place in this industry for our company.

We take this opportunity to pledge and assure you that no effort will be spared to give an outstanding performance in sound service engineering,—by your response, you are entitled to nothing less.

We have taken this truly revolutionary step to make it possible for your sound service engineer to become an active, working part of our company through the local Franchise Holder. It opens the door to countless advantages that will reflect to the benefit of all concerned.

You, Mr. Exhibitor, and you, Mr. Sound Service Engineer, have confirmed our study and belief, and may we ask that you join hands with us in launching this vitally needed, new, Image and Sound Service Corporation of ours.

Again, Mr. Theatre Owner, it is most important that you inspect your present sound service contract to see that it will not automatically be renewed, and we urge that you postpone the signing of any new contract until the Image and Sound Service Corporation, through its local Franchise Holders, has had the opportunity to acquaint you more fully with its aims and services.

And make no mistake, a revolutionary situation is in the making, as radical as the change from silent to sound films. Your theatre will rapidly become an electronic source of entertainment. Large screen television is on the way, and we, at Image and Sound Service Corporation, are fully aware of its possibilities and problems, and are fully prepared and qualified to counsel you, the Exhibitor, and your sound service engineers, on every new development, whether local or national.

To the television, electronics and sound equipment manufacturers, may I suggest that they take comfort from the knowledge that through our new company, their equipment will receive due consideration from the theatre owner. Also because we are a national sound service organization outlet they may look with confidence to us to service their equipment.

Since we plan to have your local sound service engineer become an active and integral working part of the local Franchise Holder, we ask you, Mr. Theatre Owner, to have him phone us and reverse the charges, at Longacre 4-8365, or to write to Image and Sound Service Corporation, Paramount Building, 1501 Broadway, New York City.

Cordially,

GEORGE J. SCHAEFER, *Chairman of the Board*
Image and Sound Service Corporation
Paramount Building, 1501 Broadway,
New York City Longacre 4-8365

Sees $5,000,000 In U. K. Production

LONDON, July 5.—Although official figures on the amount spent by American companies in British production during the first year of the remittance agreement will not be available until the companies make their reports to the control committee's accountants Saturday, F. W. Allport, Motion Picture Association of America manager here makes an estimate of $5,000,000 for the past nine months.

Allport's estimate is part of a rejoinder to widely-made suggestions here that American companies are not properly utilizing their frozen earnings. Harold Wilson, president of the Board of Trade, recently stated that "unemployment in the (British) industry was being blamed on the failure of the American producers to make enough films in this country."

"Black Rose," a lavish 20th Century-Fox production, is now moving into Shepperton Studio and Walt Disney is about to begin at Denham his "Treasure Island" with joint RKO Radio and Disney funds.

Krim Agrees on TOA

(*Continued from page 1*)

Allen. "I am sure," wrote Krim, "that every showmanship device must be used at this time—and if it is true that television has already, or threatens to, divert substantial numbers away from theatres, I can conceive of no better point of sales attack than directly to the television audience.

"Every company, including our own, has already done some advertising through television either through televising of trailers or through exploitation tieups," he added.

"It is a healthy sign that exhibitors are taking a lead position in stimulating more use of television advertising, with particular emphasis on point-of-sale spot exhibitions. This will naturally cause every company to consider the use of television in the preparation of their campaigns and more and more material for televising will become available to the exhibitor which will be healthy for everybody."

See Radio Network For M-G-M Series

Station WMGM will make available its eight series of transcribed programs featuring M-G-M stars to affiliates throughout the country, Bertram Lebhar, Jr., station sales director, has announced. Under the plan, he said, the station will establish an affiliate in every market.

He estimated that the talent and production costs of the series would be roughly from $1,000,000 to $1,500,000 a year, from which $5,000,000 in gross returns are expected and a net of $1,000,000. The programs will carry picture credits.

Tent No. 1 to Golf

PITTSBURGH, July 5.—Tent No. 1 of Variety Clubs International has scheduled its annual membership golf tournament and dinner for Monday, July 18, at the Highland Country Club in this city.

Tom Birks, golf editor for the Pittsburgh *Sun-Telegraph,* is general chairman for the day and has planned some special events for prizes.

Reviews

"Forgotten Women"

(*Monogram*)

Hollywood, July 5

AN average presentation of a highly exploitable subject concerning the harm befalling three women alcoholics, produced by Jeffrey Bernard with an eye to box-office merchandise, staked out here on an idea that a showman may tie up in various ways with the mounting concern about the increasing use of alcohol by women. What he does with the idea is less exciting than the subject might suggest, but the picture does make it appear pretty silly for a woman to drink every time her husband indicates he does not love her. The three who do so in the story come to no bad end, except for a couple of automobile accidents which illustrate that people who drink should not drive, but the essential point is made.

Elyse Knox and Edward Norris are the top names for billing, she playing one of the wives who drown their sorrows in liquor, and he the playboy whom she might have married if her husband had not come home before her divorce. Theodora Lynch plays another of the women, reunited with her husband in the divorce court on the plea of their juvenile son, and Veda Ann Borg makes up with her husband after meeting him in a bar, the scene of most of the picture. The bartender, played by Tim Ryan, has the best of the script all the way. William Beaudine directed, from a script by W. Scott Darling, based on a story by the producer. Others in the cast are Robert Shayne, Noel Neill, Bill Kennedy, Warren Douglas and Selmar Jackson.

Running time, 65 minutes. General audience classification. Release date. not set.

"Daybreak"

(*J. Arthur Rank—Universal-International*)

HEAVY melodrama—very heavy—is presented here in this British-made production in most generous portions, with mighty little lightness or humor to offset the weighty goings on involving a barber who, as a sideline and incognito, performs the onerous job of hangman. After the audience is introduced, by a macabre sequence in a condemned man's death cell a few moments before his execution, to the main characters, "Daybreak" plods its weary way and launches into a story of an unfaithful wife, a trusting husband and an employee of the husband who is the cad who brought about the tragic happenings.

Eric Portman, the barber-hangman, meets a girl in a "pub" after he falls heir to an inheritance of some river barges. After marrying the girl, he continues his hangman's duties without telling her, but is determined to leave the job. An employee aboard one of the barges, Maxwell Reed, involves Portman's wife in an affair, and when the husband returns unexpectedly, he finds the two together. A fight ensues and Portman is thrown into the river.

Believing him dead, his wife, Ann Todd, shoots herself and Reed is condemned for murder while Portman is keeping the fact that he is alive a secret. On the day of execution, when Reed is brought face to face with his executioner, Portman, the latter breaks down, admits that he is not dead and returns to his barber shop to commit suicide—by hanging!

The whole cast tries to keep up with a script that is terribly bad. On the whole, the production is slow moving, though there are several good sequences of suspense—the fight aboard the barge, for one. This Sydney Box production had A. Frank Bundy as associate producer and Compton Bennett as director. Others in the cast are Edward Rigby, Bill Owen, Jane Hylton, Eliot Makeham and Margaret Withers.

Running time, 81 minutes. Adult audience clasification. Release date, not set.

New Finance Setup

(*Continued from page 1*)

persons interested must apply to vice-president Sydney Weill, of New York, to acquire stock, with the amount limited to $3,000 per person. Lippert will outline the plan to exhibitor groups in Pittsburgh and New York this week.

Commenting on this subject, Lippert said, "I sincerely feel we should have the support and backing of Hollywood, especially its craftsmen, as only by making an adequate supply of pictures can theatre owners be discouraged from continually using reissues. Some day Hollywood will realize that cutting down production only tends to promote greater reliance on reissues and greater interest in foreign-produced pictures as source of supply, thereby cutting employment in the domestic industry."

Lippert left by plane today for New York to confer with Arthur Greenblatt, his general sales manager, regarding the new program for the forthcoming year.

Just completed are "Treasure of Monte Cristo," "The Dalton Gang" and "Red Desert." The next four are William Stephens' "Deputy Marshal," starring Frances Langford and Jon Hall, to roll on July 11; "Apache Chief," which Leonard Picker will produce, starting July 20 and two, "Square Dance Jubilee" and "Branding Iron," with Ron Ormond at the production helm.

Lippert and Greenblatt will also discuss the possibilities of several changes in the present franchise set-up before Lippert's return here.

Eight L. A. Hotels Set for TOA Meet

HOLLYWOOD, July 5.—With advance reservations for the September convention of Theatre Owners of America flooding New York headquarters, committees under convention chairman Charles Skouras today disclosed that eight Los Angeles hotels have been lined up to provide accommodations for visiting exhibitors and their families. Gael Sullivan, who today met with Skouras and committee chairmen, left tonight for Chicago en route to Washington, and is scheduled to arrive in New York Monday.

Production on the Coast Drops to 36

HOLLYWOOD, July 5.—The production total has dropped backward by nine pictures, to a total of 36. Four new pictures went into production, while 13 were completed.

Starting were: "Cargo to Capetown", Columbia; "Port of New York", Eagle-Lion, and two independent productions, on which releases have not been set—"Rupert II" and "Thunder in the Dust."

Completed were: "Hoedown", "Sons of New Mexico", and "Mary Ryan, Detective", Columbia; "Tension", and "Bodies and Souls", M-G-M; "Haunted Trails", Monogram; "Untitled", and "San Antone Ambush", Republic; "Texas Manhunt", Screen Guild; "Terror", and "Arizona Ambush", RKO-Radio; "The Fighting Plainsman", 20th-Fox; "The Kid from Texas" U-I.

Unger and Rogers

(*Continued from page 1*)

arranging joint production in Italy, France, Germany and England, utilizing frozen funds, and will supervise foreign distribution and help in the building of proper advertising and exploitation campaigns in merchandising pictures throughout world markets.

Rogers has been established as producer's representative for 15 years. He previously represented John Maxwell's Associated British Picture Corp. in America and also the British government in its film deals with American companies through the British Information Services. Offices will be maintained in the RKO Building, New York.

The firm will at present represent Charles R. Rogers Productions, Seymour Nebenzal Productions (currently preparing "M"), Harry Joe Brown and Randy Scott releasing through Columbia with "The Doolins of Oklahoma", set for August release, to be followed by "Lawless", now in production, and "I Ride Alone." Also, Al Rogell's "Song of India", now in release, through Columbia, and Walter Lantz Cartoons, currently in release through United Artists.

Unger will shortly make a trip to the Coast to confer with the producers on forthcoming product, and to arrange to expand activities of the new company.

British Video

(*Continued from page 1*)

been centered on the possibility of lending films to the BBC for experimental purposes during a one-year period in return for licensing of film interests to transmit their own programs to theatres. BBC has been reluctant to surrender its monopoly, however.

Today's decision follows the lines of policy on non-cooperation with television laid down at last week's meeting of the Cinematograph Exhibitors Association at Gleneagles, Scotland.

Canadian Films Win

OTTAWA, July 5.—The Italian Embassy here announces that two Canadian National Film Board pictures, "Ski Skill" and "Hot Ice," have been awarded medals in the international competition held in Italy.

Partner Pacts

(Continued from page 1)

by the RKO-Reade combination and RKO and Skouras have one jointly-owned house in Newark.

Well underway with dissolving partnership operations of close to 1,000 theatres, Paramount is said to be especially interested in the MacArthur case, but is not known to have drawn any specific conclusions, particularly since appeals from the decision are still to be considered.

District Court Matthew McGuire's decision last week in Washington was that K-B could not enforce terms of an agreement on breaking with Warners in the operation of the MacArthur Theatre in that city because the joint ownership itself had been declared in restraint of trade and illegal *per se* by the U. S. Supreme Court.

K-B Will File an Appeal This Week

WASHINGTON, July 5.—Attorneys for K-B Amusement Co. said they would file this week an appeal from District Court Matthews McGuire's decision that their contract with Stanley Co. for joint operation of the MacArthur Theatre was part of an illegal conspiracy, as defined by the U. S. Supreme Court, and is not enforceable in Federal Courts.

Kass Realty Co., which has a contract with the MacArthur partners for a second theatre, is also appealing, and Stanley may also file an appeal. A decision on the latter point is expected this week. The Stanley appeal would be on the grounds it wants the choice of either selling out their share of the partnership or dissolving it entirely, and the McGuire decision could be construed as denying them the alternative of dissolution.

'Valley' Called Obscene

ATLANTA, Ga., July 5.—Members of the Court of Appeals on July 8 will witness a showing of "The Valley of the Nude," for the exhibition of which B. E. Gore, manager of the Hapeville Theatre, Hapeville, is under a jail sentence in Fulton Superior Court, on a charge of exhibiting an obscene picture.

La Scala in 13 Shorts

The La Scala opera company of Milan has been signed by Eugen Sharin, president of Ambassador Films here to make 13 shorts, primarily for use on television, but also for theatre exhibition. Production will start in Milan on August 1. Each will be a 20-minute condensation of from three to six segments from an opera.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

N.Y. 1st Runs Gain

(Continued from page 1)

$72,000, is likely for "Any Number Can Play" with Hal McIntyre's orchestra, Bert Wheeler and Hal Le Roy at the Capitol.

Although "Lost Boundaries" gave the Astor only about $2,400 on the opening day, last Thursday, business improved considerably thereafter and the indication is that the film will conclude its first week tonight with about $30,000, which is good box-office performance. The enthusiastic reviews obviously were very helpful.

"Movie Crazy," reissue starring Harold Lloyd, promises to give the Globe about $17,500 in a fairly successful first week. "Lust for Gold" is going over well at the Criterion which looks for $21,000 in an initial week. "One Last Fling" and eight acts of vaudeville should give the Palace about $25,000 in a very lively single week's run.

"The Great Sinner" has about $35,000 in prospect for a fairly healthy first week at the State. "The Red Menace" might reach $9,000 in a rather dull second and final week at the Mayfair and will be replaced on Saturday with "The Big Steal." "Take One False Step" probably will not go beyond $7,500, which is mediocre business, in a second week at the Rivoli.

Holding up very well is "Sorrowful Jones" with Louis Prima's orchestra on stage at the Paramount. The show ended its fourth week Saturday night with a good $63,000 and is likely to hit the same sum in the fifth week. It will play three days beyond five weeks and will be followed by "The Great Gatsby" on July 13.

At the Victoria, "Home of the Brave" could reach $12,500 in a good eighth week, which represents an increase of about $1,000 over the seventh week's income. "Colorado Territory" with Red Engle's orchestra and others on stage might dip below the $20,000 mark in a sluggish second week at the Strand. "Hamlet" should do about $8,300, which meets requirements, in a 40th week at the Park.

Minneapolis Plan

(Continued from page 1)

was not a stumbling block, however.

Chief obstacle in the run plan is that phase which would set some houses back to a later date than now enjoyed, as in the case of the Boulevard and Richfield, which would drop out of the 28-day slot into a new 35-day run with the Edina and St. Louis Park. The Uptown and Arion, Maco houses, would remain in the 28-day slot with the Varsity, Riverview and Homewood. Other barriers in the plan is setting the Maco Rialto at 42 days, while the Frank and Woempner Avalon in the area is slated seven days later, and Dolores Lundquist would slip back from 42 to 49 days at the Parkway.

Ignoring any plan of establishing city-wide house-by-house clearance by independents and John Branton, Minnesota Amusement Co., film buyer, for consideration of the distributors, the Fisher-owned Campus and Ritz on the east side have asked distributors to advance availability at the two stands from 56 days to 42 days along with the Nile, Hopkins and Rialto, and Joe Powers' new theatre set for July 6 opening at suburban Golden Valley. It is expected the Volks will also ask for a 42-day run for the Camden at a later date.

Ginsberg-Para.

(Continued from page 1)

tions from its theatre operations is scheduled to become effective. Additional features will be in work or nearing completion at that time for 1950 release.

The Paramount studio chief said he knows of no basic changes in policies or operations at this time which the impending divorcement might demand. Any increase in production schedules would be up to Barney Balaban, president, and A. W. Schwalberg, distribution vice-president, he pointed out, adding that at present the studio's plans call for production of a total of 16 to 20 features for next year, as in recent previous years.

No Production Abroad

Paramount has no plans for production in England or elsewhere in Europe of which Ginsberg is aware, although the company will, of course, release the Hal Wallis-Joseph Hazen production, "September," starring Joan Fontaine and Joseph Cotten, which Wallis is now starting in Rome.

Although reporting that progress has been made in reducing unnecessarily high production costs, Ginsberg said that picture quality cannot be impaired whether further cost reductions are required or not. He asked for less discussion of costs by the industry press, pointing out that the trade press is quoted outside the industry with the result that too much emphasis is being placed on picture costs in non-industry quarters.

"We are going through a reconstruction period," Ginsberg said. "A bad impression is created by cost discussion outside the industry. The public is not interested in picture costs. It is interested in pictures."

"It is our job to build up this industry by talking about our good points and talking about them honestly," he said.

In Paramount's backlog by the start of the new year, Ginsberg reported, will be "Dear Wife," a sequel to "Dear Ruth"; "After Midnight," an Alan Ladd starrer; Cecil B. DeMille's "Samson and Delilah," which Ginsberg said "has everything, including grossing possibilities as great as those of "Gone With the Wind," with which he was associated.

Capra Directs Crosby

The backlog also will include Frank Capra's "Riding High," starring Bing Crosby; "Where Men Are Men," a new Bob Hope picture; "Sunset Boulevard"; "The Lie," "Copper Canyon," "Let's Dance," and two Hal Wallis productions, "File on Thelma Jordan" and "Bitter Victory."

Others which will be nearing comletion at the first of the year will be the tentatively titled "Postal Inspector," with Alan Ladd; "Mr. Music," another Bing Crosby production, and "Captain China."

Ginsberg will be in New York for another week seeing shows in which he is interested and conferring with home office executives on new production plans.

With him at yesterday's luncheon were Russell Holman, Eastern studio representatives for Paramount; Max Youngstein, advertising-publicity director; Jerry Pickman, assistant to Youngstein, and Mort Nathanson, publicity manager.

SMPE Will Answer

(Continued from page 1)

motion picture industry, including production, distribution, exhibition, film manufacture and manufacturers of theatre television equipment, as well as consulting engineers. First meeting of the committee will take place within the next few days.

Expect No Blackout

TORONTO, July 5.—R. H. Saunders, chairman of the Ontario hydro-electric system, says there will be no power blackouts again next fall and winter if there is a normal rainfall during the summer. The possibility of cut-offs, such as plagued Ontario exhibitors for many weeks until last spring, was raised because of prolonged droughts in large areas of the province.

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When Samuel Goldwyn cast his newest star discovery, Joan Evans, with Farley Granger in "Roseanna McCoy"—he was playing with fire—the kind of fire that catches on and sweeps the country. That's exactly what these two young people are going to do—sweep the country and set fire to the nation's heart!

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FIRST IN FILM NEWS

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VOL. 66. NO. 4 NEW YORK, U.S.A., THURSDAY, JULY 7, 1949 TEN CENTS

British Tax Launched Film Troubles:Rank

Forced Producers to Make Mediocre Pictures

London, July 6.—Imposition by the British government in 1947 of the "sudden and ill-considered" *ad valorem* duty on imported films was blamed by J. Arthur Rank in his presidential address to the annual general meeting of the British Film Producers Association here today for the recent and present troubles of British producers.

Rank was unanimously reelected president of the BFPA.

When the American film industry answered the *ad valorem* duty with an embargo on further film shipments to Britain, producers here were driven to hasty production of a series of low-standard pictures, Rank said. He admitted also that even more recently there has been "too large a proportion of bad or mediocre films" produced here."

"During the last two or three years

(*Continued on page 4*)

4 Legislatures Quit, Only 7 More to Go

Washington, July 6.—Only seven state legislatures are still in session, according to MPAA legislative representative Jack Bryson.

The seven are: Massachusetts, New Hampshire, Illinois, Ohio, Wisconsin, Alabama and Texas. Ohio and Texas are slated to quit by the end of the week. A bill to repeal the admission enabling tax is pending in Ohio but is not likely to get any-

(*Continued on page 4*)

Newest RKO Theatre To Open on July 26

The new RKO Missouri Theatre in Kansas City will open Tuesday evening, July 26, with the world premiere of John Ford's "She Wore a Yellow Ribbon," released by RKO Radio. Hollywood personalities will attend and join with city, state and RKO officials in the ceremonies.

Disabled 'Vets' Film to Aid Public Service Program

Plans are being formulated by the motion picture industry for the all-out distribution early in September of the Disabled American Veterans short subject, "How Much Do You Owe?" as part of the industry's enlarged public service activities, Abe Montague, sales vice-president of Columbia Pictures, announced here yesterday as chairman of the industry's general sales managers' committee.

National Screen Service will handle the distribution of this one-reel subject, which was made by Columbia on behalf of General Jonathan M. Wainwright, Commander of the DAV. The subject, running nine minutes, stars Jimmy Stewart.

Complete support of the sales managers' committee will be given to the distribution of the subject and to facilitate and expedite distribution a special distributors' committee has been named consisting of Herman Robbins, chairman; Montague, W. A. Scully and William Heineman. Special distribution chairmen in each of

(*Continued on page 4*)

Small Arrives with Vacation, Not E-L, Look in His Eyes

Edward Small arrived here from the Coast yesterday and busied himself immediately with plans for a nine or 10 weeks' vacation in Gotham.

His relaxation may be interrupted momentarily by a meeting with Robert R. Young on the proposal for Small to acquire control of Eagle-Lion from Pathe Industries, but no meeting was held yesterday and, insofar as could be learned, no definite meeting date had been set as of last night.

The indicated casualness of both sides toward the proposal added to the general impression that the deal is now cold beyond re-warming. Young is reluctant to relinquish control of E-L, and more so on the pro-

(*Continued on page 4*)

Campaign Set For Fabian Anniversary

Plans for Fabian Theatres' 35th anniversary drive were mapped at a meeting of managers, district heads and home office executives at the circuit's home office here yesterday with stress placed upon "tested and proven" promotions which involve minimum costs.

The theatremen were urged to stage at least two stunts during each week of the compaign month of August. with variations of beauty and talent shows, hillbilly jamborees and the like suggested. Constant feeding of copy to newspapers and radio stations was recommended, playing up such angles as the growth of the circuit since the first Fabian theatre was opened in

(*Continued on page 2*)

Johnston, Harmon at Coast Meet Tuesday

San Francisco, July 6.—A meeting of the Pacific Coast Conference of Independent Theatre Owners, called by board chairman Rotus Harvey at the request of Motion Picture Association of America vice-president Francis Harmon, will be held here at the Fairmont Hotel next Tuesday.

In addition to Harmon, Eric Johnston, MPAA president, will be in attendance. Ned E. Depinet, RKO presi-

(*Continued on page 2*)

'Further Progress' On Ascap Decree

Washington, July 6.—Justice Department and Ascap attorneys held further conferences here today on working out a modification of the 1941 consent decree. Justice officials reported: "Further progress, but still nothing final."

Indications are that no further meetings will be held for another 10 days to two weeks, since top anti-trust officials are going to be out of town. Both Justice and Ascap attorneys are expected to continue working during the interval, however, polishing up each side's arguments.

Participating in today's conference for the government were anti-trust chief Herbert Bergson, consent decree

(*Continued on page 4*)

Scophony Case Ends With Consent Decree

The Scophony case came to a close yesterday as the last remaining defendant, British Scophony, Ltd., agreed to a consent decree which was immediately signed by Federal Court Judge Henry W. Goddard. Paramount Television Productions, Scophony Corp. of America and General Precision entered a decree with the government last January 12 in which Paramount and G-E agreed to relinquish exclusive rights to Scophony television equipment patents.

Theatres-MPA Weigh New Drive on Tax

Senate Committee Vote Spurs Industry Action

Washington, July 6.—Top exhibitor leaders met here today with Motion Picture Association of America officials to lay the groundwork for a new campaign to cut back the admissions tax to the pre-war 10 per cent.

The meeting was prompted by the recent 7 to 6 vote in the Senate Finance Committee to tack on to a pending administrative bill an amendment offered by Sen. Johnson to cut excises. House Republicans have also been stepping up their campaign to cut excises, and apparently the exhibitor-MPAA officials felt the time was propitious for the film industry to give the rolling ball a strong push.

While the official MPAA announcement at the end of a two-hour luncheon meeting at MPAA headquarters here stressed the fact that discussions were "preliminary" and "explanatory," indications were that even though the delegates did not feel there was too much hope for Congressional passage

(*Continued on page 4*)

NEFC Can Be 'Great' Trade Asset: Arnall

National Exhibitors Film Co. will have the enthusiastic support of Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, provided that the new financing company's operation is "comletely separate and apart" from exhibition *per se*.

Arnall said here yesterday upon his arrival from Atlanta that Exhibitors Film will be of "great benefit" to the

(*Continued on page 4*)

Studio Employment And Wages Rise

Hollywood, July 6.—Studio employment in May rose to 74.1 per cent from April's 73.1 on the statistical scale maintained by California Labor Bureau statistics, which regards the 1940 average as 100 per cent. Average weekly earnings rose from $94.74 to $95.55.

Personal Mention

HENRY A. (HANK) LINET, Universal-International Eastern advertising manager, left New York yesterday for Detroit and Chicago.

•

BUDD ROGERS, Realart sales vice-president and member of the newly-formed Rogers and Unger Associates, and MRS. ROGERS, have left here for a vacation at Banff Springs and Lake Louise, Canada. Their itinerary includes visits to exchanges in key cities in the U. S.

•

ABRAM F. MYERS, Allied States Association general counsel, will leave Washington Sunday to attend the meeting of the Motion Picture Theatre Owners of Mississippi at Biloxi, Miss.

•

MILTON E. COHEN, Eagle-Lion Eastern division sales manager, and JAMES KING, representative of Robert Young, are in Boston from New York.

•

BILL BROWN, of Loew's Poli-Bijou at New Haven, and MRS. BROWN, will leave that city on Monday for a vactaion at Narragansett Pier, R. I.

•

HERMAN RIPPS, M-G-M Eastern division assistant sales manager, will be in Boston from New York for the remainder of this week.

•

RICHARD CONDON, Paramount national advance campaign coordinator, has returned to New York from the Coast.

•

DON SIEGEL, RKO Radio director, is in New York from the Coast and will leave here shortly for a vacation in Europe.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Philadelphia from New York and will return here Friday.

•

DANNY KAYE will arrive here today from London by plane, returning from an English tour.

•

JACK SHER, writer, will leave here today for the Coast on a Paramount assignment.

•

ROBERT LIPPERT of Screen Guild is in town from Hollywood.

Loew House Open July 13

Eddie Dowden of Loew's home office publicity department left here yesterday for Norwich, Conn., where he will supervise the exploitation, advertising and publicity campaign on the opening of the new Loew's Poli Theatre, which will have its official opening with a bond premiere on Wednesday, July 13.

Benefit for 3 Charities

Stars of entertainment and sports will stage a benefit at Yankee Stadium on the night of July 11 for the Babe Ruth Memorial and the Lou Gehrig and New York Heart Funds. The event will be held the night before the All-Star baseball game.

Granada in England Drops Newsreels

Granada Theatres, operating 55 houses in England, have discontinued showing newsreels, according to press dispatches arriving here from London.

Sidney Bernstein, head of Granada, is said to have given as one of the reasons for the decision was the opinion of groups of exhibitors that newsreels were of poor quality and lacked a sense of journalistic selectivity and showmanship. "We find they invariably bore our audiences and are inferior to newsreels shown in America," he is said to have added.

A spokesman for the Newsreel Association reportedly said: "What can we do when the big story concerns world economies? You can't film a dollar crisis."

Eight Key Runs Set For 'Lost Boundaries'

With its "kickoff" engagement on Broadway now rolling at the Astor, Film Classics has set additional first-run dates on "Lost Boundaries" beginning with the Paramount, Asbury Park, today.

On Sunday, the film will open at the Strand, Lakewood, N. J.; Kingston, Kingston, N. Y., and the Community at Tom's River, N. J., followed by the Astor, Boston, on July 15. Other early dates include the Esquire, Cleveland; Community, Saratoga Springs, and the Golden Gate, San Francisco, where the opening is set for July 27.

Four TOA Officials At Tri-States Meet

MEMPHIS, July 6.—Theatre Owners of America president Arthur Lockwood, general counsel Herman Levy, board chairman Ted Gamble, and executive director Gael Sullivan have accepted invitations to address the Tri-States Theatre Owners convention on October 25-27, at a hotel to be determined on July 21 when the Tri-States directors will meet here.

William F. Rodgers, M-G-M distribution vice-president, will also be a speaker.

McCleary Buys Into Equipment Company

PITTSBURGH, July 6.—Thomas F. McCleary, formerly RCA district sales manager in Cleveland, has joined Alexander Theatre Supply, RCA theatre equipment dealer in the Pittsburgh territory, having purchased Jim Alexander's interest in the company. He will be joint owner with Sam Fineberg, who continues as president. Alexander will continue as office manager.

Pat Weaver Elected Video Head at NBC

Sylvester L. (Pat) Weaver, Jr., has been elected vice-president in charge of television for National Broadcasting, it was announced here by Niles Trammell, president. Weaver had been vice-president and director of radio-television and member of the executive committee and plans board of Young and Rubicam.

Canadian Exhibitors To Seek Tax Cut

TORONTO, July 6.—A general meeting of the National Committee of Motion Picture Exhibitor Associations of Canada is being arranged for Labor Day week in Ottawa under the chairmanship of J. J. Fitzgibbons, president of Famous Players Canadian Corp. The main objective is expected to be a country-wide move to secure a deep reduction in amusement taxation which is keeping theatre admission prices at a high level.

Legion Reviews 13, Rates Two Class 'B'

Thirteen additional productions have been reviewed by the National Legion of Decency with two receiving a "B" rating. In that category are Warner Brothers' "The Girl from Jones Beach" and Film Classics' "Not Wanted."

In Class A-I are "Alaska Patrol" and "Lost Boundaries," both Film Classics; Columbia's "Rim of the Canyon," and 20th Century-Fox's "You're My Everything." In Class A-II are "The Great Sinner" and "Scene of the Crime" both M-G-M; 20th Century-Fox's "House of Strangers"; Columbia's "Kazan"; Warner Brothers' "One Last Fling"; Universal-International's "Woman Hater," and Lux Film's "Woman Trouble."

Korda, Wilcox Films To E-L in Canada

TORONTO, July 6.—The J. Arthur Rank Organization of Canada reports that Sir Alexander Korda and Herbert Wilcox British product will be released in the Dominion by Eagle-Lion Films, Ltd., Toronto, under a recently-signed direct arrangement effective in September.

Included in the agreement are 20 features, some of which have already been shown in other countries but not in Canada. The product is being sold away from U. S. distributors here for the first time.

Honor 'Boundaries' Hero

Dr. Albert Johnston, his wife and three children, whose experiences as a Negro family passing as white serve as the factual basis of the Louis de Rochemont film, "Lost Boundaries," Film Classics release, will be honored today by the New York Press Club with a luncheon at the Hotel Theresa.

'Curley' Appeal Delayed

NASHVILLE, July 6.—Because attorneys were not ready for the hearing, the appeal of United Artists against the Memphis censorship board, in the banning of "Curley," has been transferred to Knoxville, to be heard on October 3.

New Potsdam Theatre

POTSDAM, N. Y., July 6.—Ground has been broken for the construction of a new theatre, being built by James Papayanakos, to replace the Star which was destroyed by fire some time ago. Papayanakos also operates the Rialto here.

TV Theatre Within A Film Theatre

Cleveland, July 6.—A television theatre within a film theatre, described as the first of its kind in the U. S., has been opened by Merrill Cowan of the Alhambra as a free service to Alhambra patrons who wish to watch TV programs while waiting for the regular feature to begin or after it is over.

The screen is seven by nine square feet and the theatre has 250 seats, housed in a specially-built auditorium.

Fabian Anniversary

(*Continued from page* 1)

Paterson, N. J., in 1914, and with the late Jacob Fabian, founder of the company, pointed up as an example of American enterprise. Special lobby art will be supplied to all houses in the circuit, and streamers will decorate marquees.

The full-day meeting yesterday was addressed by S. H. Fabian, president; Sam Rosen, vice-president and treasurer; Bernard Brooks, Edgar Goth, E. Fabian and Monroe Greenthal. Fabian's advertising here is placed through Greenthal's agency. A total of $3,275 in cash will be awarded to the more enterprising field men.

Coast Meet Tuesday

(*Continued from page* 1)

dent, is also expected, but his attendance has not been confirmed.

Presumably Harmon will present the MPAA public relations program to Far Western exhibitors. Among those who will be present are: Harold Chesler, Bingham, Utah; William Graeper, Portland, Ore.; Judge Leroy A. Pawley, Indio, Calif.; Harvey and Ben Levin of San Francisco. A representative from Seattle is expected.

Asks for Probe of N.Y. Ticket Prices

New York City Councilman Eugene Connolly yesterday introduced a resolution in the Council calling upon Commissioner of Investigations John J. Murtagh to investigate what he claimed to be over-charges for film theatre tickets.

U. S. Firms Join Board

CARACAS, Venezuela, July 3 (By Airmail).—A film board has been established here. All United States companies and some of the independents have joined it. Its purpose is to reduce irregularities and to verify box office reports. In addition, it will handle overdue collections.

Walter R. Stine, 57

WILDWOOD, N. J., July 6.—Walter R. Stine, 57, treasurer of Hunt's Theatre Enterprises and a banker here, died Sunday of a heart attack at Atlantic City Hospital. The widow and a son survive.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IOW WARNERS HAVE THEM
LINING UP
OR

This is the line 9th day of run!!
2ND WEEK ACTUALLY AHEAD OF THE FIRST AT RADIO CITY MUSIC HALL!!

RADIO CITY
"LOOK FOR THE SILVER LINING"
JUNE HAVER RAY BOLGER & GORDON MACRAE

ND WARNER BROS. ARE GEARED TO GO AS NEVER BEFORE

IN COLOR BY TECHNICOLOR

"LOOK FOR THE SILVER LINING" starring JUNE HAVER
RAY BOLGER • GORDON MACRAE • directed by DAVID BUTLER • produced by WILLIAM JACOBS
Screen Play by Phoebe & Henry Ephron and Marian Spitzer • From a Story
by Bert Kalmar & Harry Ruby • Musical Direction by Ray Heindorf

British Tax

(*Continued from page 1*)

we have tried to make more first features than was justified by the number of qualified producers available," Rank said. He claimed too that production costs heretofore have been excessive and demanded the elimination of all extravagant and wasteful expenditures, including "excessive payments to all grades of studio people."

Rank unexpectedly devoted a large part of his message to advocating a drastic reduction in the entertainment tax, a battle which hitherto has been fought largely by exhibitors alone.

Industry 'Strangled'

"I know of no other industry being strangled by taxation as is the British film industry," he said. "Producers cannot much longer continue making films to attract audiences large enough to enable exhibitors to cover their costs and pay 36 per cent of the gross receipts to the Exchequer, while the producer doesn't receive a sufficient amount to cover production costs."

Rank demanded eitner complete abolition of the admission tax or a reduction to the level applying to stage plays.

His report made an oblique, slightly obscure reference to "obstacles preventing exporters of British films from bringing back to this country a large proportion of the revenue they earn overseas."

Though not clear, the reference was generally taken to be a complaint against the frozen money situation in other countries. Britain was among the first to impose such restrictions.

Says Expansion Blocked

Reviewing the past year, Rank said that adverse financial conditions confronting British producers, together with the impossibility of increasing production beyond the capacity of existing technical resources, was responsible for studio shutdowns and widespread layoffs of employes. He said that a draft of an agreement regulating wages of all studio workers now is awaiting presentation to the three trade unions.

He revealed that BFPA has completed a tabulation of statistics indicating selected exhibitors allegedly are guilty of substantial and unjustifiable quota defaults. The tabulation will be submitted to the Board of Trade.

Exhibitors commented that they welcomed Rank's belated acknowledgment of the mediocrity of several of his films, also his support of their hitherto lone battle for a reduction of the entertainment tax, but asserted that the Cinematograph Exhibitors Association will fight bitterly any attempt by the BFPA by "gestapo" methods to endeavor to accuse exhibitors of willful quota defaults.

WANTED

ACTUAL MOTION PICTURE FOOTAGE OF VERIFIED PSYCHIC PHENOMENA for inclusion in documentary film about U. S. superstitions. Need authentic scenes of haunted houses, poltergeists, lycanthropy, satanism, werewolves, vampires and other preternatural manifestations. Banshee footage must be accompanied by original sound track. No table tipping or mediumistic trickery. Must be good quality 35 or 16 mm, B&W or Color. Please phone PL 9-3600, Ext. 6.

Review

"Anna Lucasta"

(*Security Pictures-Columbia*)

THE popular Broadway play, "Anna Lucasta," has lent itself to a forceful screen adaptation. As a dramatic study of a large, seedy Pennsylvania family with special focus on a daughter driven into wayward paths, the picture frequently portrays the grimy, brawling side of life. But it does so with vigor, excitement, and sardonic humor, making it in every sense an adult and satisfying entertainment. Paulette Goddard stars in the title role, with superb support coming from a large cast, many from the legitimate stage. Substantial plot qualities that make for solid merchandising run through the film.

Philip Yordan, who did the original play, deftly combined the duties of producer and scriptwriter in bringing the film to the screen. Oscar Homolka plays the moody and decayed father. As the picture opens it is learned that the son of a friend of Homolka's is coming to town with $4,000 and plans of finding a wife and a farm. This news sets some of the plotting members of the family into a scheme of bilking the young man of his money by angling the strayed daughter on to him as a wife. The plan involves some intricate doings such as getting the daughter, Miss Goddard, back home from her sordid haunts at Brooklyn waterfront cafes. This is accomplished, and when the eligible young man, William Bishop, arrives in town, both genuinely fall in love despite the connivings of others. A wedding is finally consummated, but here, as before, the bedeviled father, in a confused mixture of love and hate, brings vengeance upon the daughter. He threatens to expose her unless she abandons her husband. There follows Miss Goddard's return to her old haunts with all its attendant sordidness.

From the beginning to the end, in which Miss Goddard finally is given a chance to live a healthy life through the loyalty of her husband, the picture has the frequent aspect of a photographed play in that the action takes place in confined sets punctuated with dramatic outbursts. There are many diverse plot threads that go into the making of the total story but Irving Rapper has directed with such sure command that there is never a faltering sequence.

Full-bodied and credible performances go a long way in giving the film its memorable quality. Among those also deserving credit for this, besides Miss Goddard and Homolka, are Broderick Crawford, a bickering, conspiring, yet human, son-in-law; John Ireland, a rowdy sailor who takes up with Miss Goddard; Will Greer, a tavern keeper; Whit Bissell, a son, and Gale Page, his wife; Mary Wickes, a daughter, and Lisa Golm, the mother. While the Broadway play had an all-Negro cast, the film version has all white performers. Arthur Laurents collaborated with Yordan on the screenplay of this Security Pictures Production.

Running time, 86 minutes. Adult audience classification. For August release.

MANDEL HERBSTMAN

Arnall on NEFC

(*Continued from page 1*)

entire industry if its only purpose is to stimulate production, with no advantages to its exhibitor sponsors other than those which would come through more production, more competition in production and the normal profits accruing from their investments.

On the other hand, Arnall continued, the new company will be detrimental to the trade if it turns out to be "a culpable scheme to bring about re-integration of production and exhibition with undue consideration" to the theatremen backing it.

The former governor of Georgia was advised at that point that the organizational announcement of Exhibitors Film by S. H. Fabian and Sam Pinanski stressed assurances that the company would have no ties with its exhibitor participants and they would receive no preferential treatment in availability of, or terms for, the product which will be financed. If that is the policy, it would be "very fine," Arnall answered, adding that he would certainly give his recommendations to the SIMPP.

Asked about the ideas of the Motion Picture Association of America for an industry-wide public relations effort, Arnall said he is "quite anxious" to cooperate with the MPAA and all other industry groups where there is a mutuality of interests.

Arnall's statement about cooperating with the MPAA did not come unqualified. There are some points of disagreement between the two groups and these will be maintained, he said.

Small Arrives

(*Continued from page 1*)

posed terms which would permit Small to vote 51 per cent of the stock immediately, while paying for it out of future company earnings. Small, for his part, is said to feel that he is doing all right in his present job and feels no compulsion to compromise to get another.

Official sources do not dismiss the possibility of an eventual get-together by Small and Young, but regard it as an unlikely development as of now. Serge Semenenko of the First National Bank of Boston, intermediary in the deal, is scheduled to leave here for Europe next week. Of all the principals he has been the most active in keeping the breath of life in the fast-fading deal.

Small will devote considerable time here to merchandising plans for his "Black Magic," being released by United Artists.

4 Legislatures Quit

(*Continued from page 1*)

where. Latest adjournments include California, Missouri, Pennsylvania and Delaware.

Bryson pointed out that most state legislatures are having or have had the longest sessions on record, almost entirely because of pressing tax and money-raising problems. Despite this, he said, the industry has fared relatively well, with the biggest blow being the enabling bill passed in Tennessee. Quite a few states are likely to have special sessions on revenue problems this year, Bryson said.

Drive on Tax

(*Continued from page 1*)

of the Johnson amendment, they favored a strong campaign at this time on the theory that it could not possibly do any harm and would probably do some good in the long-range campaign to reduce or eliminate the tax.

Other meetings of the group will be held in the near future, after some more canvassing and planning. Indications were that posters, newsreel clips and other standard industry promotion media might be used in the campaign.

As one official attending the meeting said, "The Johnson amendment was the first encouraging step. The House Ways and Means Committee has been sitting on the bill, and if our campaign does nothing more than dramatize this and make some of the Senators and Congressmen stand up and be counted, it will be to the good. The motion picture industry didn't start the move in the Senate Finance Committee. However, we'd be remiss if we didn't take full advantage of it to get our foot in the door."

Attending the meeting were Abram F. Myers for Allied States Association, Julian Brylawski for Theatre Owners of America, Oscar Doob for the Metropolitan Theatre Owners Association, Morton Sunshine for Independent Theatre Owners Association, Harry Goldberg for Warner Bros. Theatres, O. R. McMahon for RKO Theatres, and Carter Barron of Loew's. The MPAA contingent was headed by vice-president Francis Harmon and included Joyce O'Hara, Gerald Cahill, Jack Bryson and Kenneth Clark.

An MPAA official said that all exhibitor leaders reported an increasing desire on the part of their patrons to have the admissions tax cut.

Introduces 21st Bill to Cut Admission Tax

WASHINGTON, July 6.—Rep. Willis, Louisiana Democrat, today introduced a bill to cut the admissions tax to 10 per cent, the 21st bill to reduce or eliminate the tax.

Disabled 'Vets' Film

(*Continued from page 1*)

the country's exchange areas will be named next week.

Among industry leaders who have also pledged their support to see that the film reaches all of the nation's screens are Spyros Skouras, president of 20th Century-Fox; Gael Sullivan, executive director of the Theatre Owners of America; William L. Ainsworth, president of national Allied; and S. H. Fabian, head of Fabian Theatres.

In revealing the motion picture industry's plans to lend its full support to this public service project, Montague also announced the formation of a special publicity committee consisting of Maurice A. Bergman, Arthur A. Schmidt, Milton Livingston, Mel Gold and Sidney Schaeffer.

Ascap Decree

(*Continued from page 1*)

head Sigmund Timberg, and Harold Lasser, head of the New York anti-trust division. Robert Patterson and Herman Finkelstein represented Ascap. This was the first conference in which Bergson participated and is considered to be an indication that things are moving into final stages.

He gives shape to things to come...

HIS the ability to see each script through the camera's eye . . . to picture with brush and pencil the story's dramatic highlights . . . and, finally, to shape sketches into settings of authentic merit.

He is the screen's art director, at once responsive and responsible. Not only must he be sensitive to the mood of the story . . . giving full consideration, as well, to the personality of the star . . . but also he must be constantly aware of the practicalities of motion picture production, be able to work closely with scores of crafts within and without the studio.

Above all, the art director knows the importance of the faithful reproduction of the values he creates . . . an assignment he is well content to see competently handled by Eastman's famous family of motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

COMING

on its wonderful way – World Premiere – Rivoli Theatre N.Y. July 28

"Come TO THE STABLE"

> *"Here is a film entertainment that is by any standard one of the brightest lights of the year."*
>
> *— Film Daily*

20th Century-Fox takes pride in adding an illustrious achievement to its list of triumphs!

HOUSE OF STRANGERS • Will James' SAND • IT HAPPENS EVERY SPRING • YELLOW SKY
MR. BELVEDERE GOES TO COLLEGE • A LETTER TO THREE WIVES • THE SNAKE PIT

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 5 NEW YORK, U. S. A., FRIDAY, JULY 8, 1949 TEN CENTS

Arnall to Ask US to Review British Trade

Will Invite Johnston to Join in State Dept. Call

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will invite Eric A. Johnston, president of the Motion Picture Association of America, to accompany him to the U. S. State Department in an endeavor to prompt a "re-canvassing" of the entire Anglo-American film trading situation on a governmental level.

Arnall said here yesterday that he will extend the invitation to Johnston upon the latter's return to the East from the Coast, probably some time this month. He said the move will be in furtherance of the recently declared policy of cooperating with the MPAA in all matters of mutual concern.

It is understood that neither of the two organizations has received any word from the State Department on their joint protest against the high

(*Continued on page* 6)

Quota Protest Seen Silenced in Crisis

WASHINGTON, July 7.—Chances of any strong action by the State Department against the British film quota are regarded by observers here as having been lessened by the continuing seriousness of Britain's economic difficulties.

The quota has been the subject of repeated protests to the State Department by Congressmen, the Motion Picture Association of America, the Society of Independent Motion Pic-

(*Continued on page* 6)

See 20% Wage Boost In Mexican Industry

MEXICO CITY, July 7.—Members of the National Cinematographic Industry Workers Union are expected to win at least a 20 per cent wage boost from the Mexican production-distribution industry and the eight major U. S. companies operating here when a two-year contract expires next month.

It is demanding a 50 per cent wage

(*Continued on page* 3)

MPAA Committee To Aid 'P. R.' Action

Plans for making the community relations department of the Motion Picture Association of America an integral part of the proposed all-industry public relations campaign were discussed at a meeting of the committee at the MPAA office here yesterday.

Committee members were requested to study means by which the group might cooperate in whatever program is ultimately adopted by the industry. Suggestions will be sought on types of articles which might be prepared for local and national publication, on subject matter for speeches to be supplied to industry representatives for presentation at local civic gatherings, and for other material which will help tell the industry's story to an interested public.

Further meetings of the committee are planned to implement the suggestions which are received and to advance its part in the all-industry effort.

Present at yesterday's meeting were: Maurice Bergman, Universal;

(*Continued on page* 6)

Mayer Resigning From German Post

Arthur L. Mayer, chief of the motion picture branch of the Military Government in Germany, has offered his resignation to take effect at the earliest possible date. Prior to his return to the U. S., Mayer will visit Israel to investigate possibilities for increased production and exhibition.

No announcement has as yet been made by the Army of Mayer's successor, but representatives of the State Department Information Services, including Herbert Edwards, director of the film division, are now in Germany preparing to take over all film, radio and press services now operated by the Military Government.

Nashville Levies 2% Tax on B. O. Grosses

Nashville, July 7.—The city council has passed an ordinance assessing a two per cent gross receipt tax on all theatres of the city. State legislation provides for further amusement taxation if the Federal tax is cut.

SPG to Organize NY Theatre Publicists

A move to bring the publicists of some 21 first-run houses here under the banner of the Screen Publicists Guild will get underway shortly, it was learned yesterday. An SPG meeting will be held Monday to draw up proposals for the first contract. Several preliminary meetings with publicists have been held during the past week.

Len Goldsmith is SPG business manager.

Raftery Argues to Dismiss 'Blimp' Case

WASHINGTON, July 7.—Final argument before the full Federal Trade Commission was heard today on the FTC's advertising complaint against United Artists in connection with "Colonel Blimp." An FTC examiner has recommended that UA be required to display prominently in advertising the fact that the version has been shortened. Film firms are fearful this may serve as a precedent.

Appealing to the full commission, UA attorney Edward Raftery asked that the charges be dismissed. The cuts made, he said, were part of an honest attempt to speed up the pace of an over-long film.

The Commission took the case under advisement.

Precedental Drive-in Case to Supreme Court

WASHINGTON, July 7. — Park-In Theatres, Inc., today asked the U. S. Supreme Court to force E. M. Loew's Drive-In Theatres, Inc., to pay it royalties on its patents on drive-in theatres.

The case deals only with royalties from E. M. Loew's, but could affect and serve as a precedent for all drive-ins.

A Federal District Court in Boston found for Park-In two years ago, but

(*Continued on page* 3)

Penna. Will Probe Drive-in Traffic

PHILADELPHIA, July 7.—The state of Pennsylvania has launched a survey to determine if drive-in theatres are giving rise to possible "highway hazards." The study was requested by Col. C. M. Wilhelm, State Police Commissioner, and the State Highway Department.

Col. Wilhelm explained that the

(*Continued on page* 3)

Small, E-L Deal Starts To Warm Up

Meeting Held, Decision Seen Late Next Week

The deal for Edward Small to acquire control of Eagle-Lion took a turn for the better yesterday as an aftermath of an initial meeting here between Small and Robert R. Young.

Despite the fact that the meeting was considered to be informal and its results are regarded as inconclusive, it served to dispel the atmosphere of disinterestedness on both sides which has prevailed since the pending proposals were negotiated with Small in Hollywood 10 days ago. Additional meetings will be held during the next few days, with indications of a final decision by the end of next week.

Present at the initial meeting here in addition to Small and Young were Serge Semenenko of the First National Bank of Boston, who has been

(*Continued on page* 6)

$120,000 Pledged to Lippert Finance Co.

Robert L. Lippert said here yesterday that $120,000, or close to half of the total of $270,000 capitalization of the new Motion Picture Financial Corp., which he has set up, already has been pledged by individual investors.

Lippert described his new company as being proportionally similar to the $10,000,000 National Exhibitors Film Co. It will provide first-money financing for Lippert productions and will participate in the profits of the

(*Continued on page* 3)

Australia Enforces Quota Legislation

By FRANK O'CONNELL

SYDNEY, July 3 (By Airmail).—The Theatres and Films Commission in New South Wales has announced it plans to take greater care that exhibitors observe their Australian and British quota obligations.

The Australian quota now is 2½ per cent. The British quota is 15 per

(*Continued on page* 6)

'Brave' Big Draw in First Southern Date

"Home of the Brave" last night was heading for a $4,000 opening day at the Majestic, Dallas where the film dealing with anti-Negro discrimination launched its first playdate outside the Northern tier of states, United Artists reported here yesterday. The audience was about 75 per cent white, it was said.

"Red River," playing the same house did $1,250 on its opening.

'Mighty Joe' to Open At 358 Theatres

RKO Radio's "Mighty Joe Young" will have a "world premiere" on July 13 in 358 theatres in New England and Upper New York State. Terry Turner, national director of RKO exploitation, has a force of six field men working under Harry Reiners, Eastern supervisor, on the ballyhoo.

Merian C. Cooper, who produced "Mighty Joe" with John Ford, is personally taking part in the campaign, attending press and radio interviews and exhibitor gatherings.

Stage Shows End At N. Y. Strand

Warner Brothers' "The Fountainhead" will open for an indefinite run at the New York Strand Theatre today with stage shows discontinued indefinitely for the first time since they became a part of house policy in August, 1938. Twice before Strand stage shows were withdrawn temporarily to permit the booking of double features.

Warners' 'Colorado Territory" ended a two-week run last night.

Buffalo Variety Party

BUFFALO, July 7.—The local Variety Club will hold its annual picnic Monday at the Auto Club in Clarence, N. Y. Sam Geffen of National Screen is general chairman. Myron Gross, chief barker, is honorary chairman. Members of the committee are: Art Bailey, Howard McPherson, Phil Panoff, Murray Whiteman, Dick Walsh, Menno Dykstra, Harry Berkson and Jack Chinell.

To Mental Films Post

OTTAWA, July 7.—A year's leave of absence to work as film officer for the U. S. Joint Mental Health Film Board has been granted Robert Anderson, who directed the Canadian Film Board's mental mechanism series, including "Feeling of Rejection," "Over-Dependency" and "Feeling of Hostility."

Reuben Rosenblatt

ST. LOUIS, July 7.—Reuben Rosenblatt, manager of the Monogram branch here, died suddenly Tuesday from an unexplained cause. Rosenblatt, born in Orange, N. J., entered film distribution in 1923 and joined Monogram last year.

Personal Mention

C. J. FELDMAN, Universal-International Western sales manager, is in Chicago from New York en route to Lake-o'-the-Woods for a vacation.

•

IRVING RUBINE, W. R. Frank Productions advertising-publicity director, will be in Indianapolis today from New York.

•

ROBERT STRICKLAND, president of Strickland Film Co., Atlanta, and OSCAR BARKER are visiting New York and Rochester.

•

NEIL L. HALLIDAY is managing the Lyric Theatre, Lexington, Ky., which was recently acquired by VANCE SCHWARTZ.

•

JAMES L. CUNNINGHAM has been appointed advertising manager of the *Screenland* unit of J. Fred Henry Publications.

•

L. J. DUNCAN, president of Al-Dun Amusement Co., West Point, Ga., is confined to his home by illness.

•

ROGER GAGNON has been appointed manager of the Plainfield Theatre, Plainfield, Conn.

•

MRS. ROBERT W. COYNE will leave here tomorrow on a European vacation trip.

•

ART GOLASA, MOTION PICTURE DAILY'S Detroit correspondent, is honeymooning at Miami Beach.

WILMA TOTTEN, of *Motion Picture Herald's* Managers' Round Table, will observe a birthday today.

•

KEN M. LEACH, president of the Alberta Theatres Association, Calgary; W. J. SINGLETON, general manager of Associated Screen News, Montreal, and H. A. FRIEDMAN, Odeon Theatres associate at Edmonton, are visiting in Toronto.

•

SAM ROSEN, partner in the Lockwood and Gordon Theatres and owner of Rosen's Film Delivery, New Haven, has returned to that city with his associate, SAM WEBER, from a Florida fishing trip.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has returned to Hollywood from a tour of exchanges in Kansas City, St. Louis, Omaha and Des Moines.

•

ROBERT WEITMAN, Paramount vice-president and managing director of the Paramount Theatre, left here yesterday for a brief vacation and will return on Wednesday.

•

J. L. HUNTER, formerly Paramount branch manager at Toronto and at present owner of three theatres at Hamilton, Ont., has leased the Colonial Theatre, Toronto.

•

PETER PERAKOS, circuit owner of New Britain, and MRS. PERAKOS recently observed their 43rd wedding anniversary.

Summer Schedule Heavy at 20th-Fox

HOLLYWOOD, July 7.—Six films are now in work at the 20th Century-Fox studio, with 24 stories currently being readied for cameras. Highly-geared production activity will continue through the summer.

Pictures now shooting are: "Wabash Avenue," "Oh, Doctor!", "Whirlpool," "Turned Up Toes," "Front and Center" and "Warpaint." Shooting abroad are: "The Black Rose," "Quartered City" and "Night and the City," with production vice-president Darryl F. Zanuck now in Europe to supervise them.

5 Kodak Appointments

ROCHESTER, N. Y., July 7.—Appointment of a new manager and four assistant managers in four Eastman Kodak subsidiaries was announced here today. Paul H. Lesle becomes manager in Davenport, succeeding George S. Rogers. Appointed assistant managers were: F. M. Cornwell, in Chicago; L. C. Mungham, Montreal; W. H. Falconer, and H. J. McEvoy, New York.

Pressburger in Mexico

MEXICO CITY, July 7.—Arnold Pressburger, British producer, is here preparing for the production of "It Was on a Friday," which will be made in English.

66 Arrests Made for 'Blue Law' Violations

HATTIESBURG, Miss., July 7.—A drive to enforce the state's "blue laws" brought 66 arrests to employes of the six theatres here. Most of them were arrested as many as four and five times. They were charged with operating the theatres after six P.M.; the law only allows them to run between one P.M. and six.

To Screen 'Vets' Short

There will be a special screening of "How Much Do You Owe?," the Disabled American Veterans' short subject which the motion picture industry is seeking to place on the screens of all of the nation's theatres late in September as a public service, at the Universal home office.

Kester Gets Account

William Kester and Co., in association with Donohue and Coe, New York, has been selected as the advertising agency for the Shirley Temple-David Niven "A Kiss for Corliss," Collin Miller-Marcus Loew II production to be distributed by United Artists.

New Greenthal Account

The Little Carnegie Theatre here has appointed the Monroe Greenthal Advertising Agency to handle all of its advertising.

Argentinians Seek Deals in Europe

PARIS, July 4 (By Airmail).—J. J. Guthman, general director of Cinematografica Interamericana of Buenos Aires, has arrived in Paris from Rome at the head of a delegation of Argentine producers. In Rome he had concluded an important trade arrangement with the Italian industry.

His chief aim here is to arrange for an exchange between the two industries. Guthman, who represents the Argentine Film Producers' Association, has been talking with both the French Foreign Office and the Cinematograph Department of the Ministry of Commerce and Industry. Other talks are going on here with Spain, Italy and the USSR. None of them seems particularly promising at this moment.

Prices Same Since '37

KNOXVILLE, Tenn., July 7.—Pointing out that its admission prices have not changed since 1937, the Tennessee Theatre here states in an advertisement that admissions cannot be lowered as long as the Knox County five per cent admission tax prevails.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE LUCILLE BALL
in Damon Runyon's
'Sorrowful JONES'
introducing
MARY JANE SAUNDERS
In Person
LOUIS PRIMA
And His Orchestra
introducing
'KEELY' SMITH and JIMMY VINCENT
plus VIC & ADIO
The Amazing
MR. BALLANTINE
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

EDWARD G. ROBINSON SUSAN HAYWARD RICHARD CONTE
"HOUSE OF STRANGERS"
A 20th Century-Fox Picture
On Variety Stage—Janet Blair - Herb Shriner
On Ice Stage—"Slaughter on Tenth Avenue" starring Carol Lynne
ROXY 7th Ave. & 50th St.

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Ask Tivoli Suit Transfer to Texas

Wilmington, Del., July 7.—Motions of Interstate Circuit, Inc., Texas Consolidated Theatres, Inc., and major distributors to transfer to Dallas, Texas, the anti-trust suit brought against them by Tivoli Realty, Inc., operator of the Delman, Dallas, and I. B. Adelman, owner-operator of the Delman, Houston, were taken under advisement by Federal Judge Richard S. Rodney after hearing arguments today.

George S. Wright, Dallas, representing Paramount, Interstate and Consolidated, and Roy W. McDonald, New York, for RKO, argued that the trial could be completed more quickly in Texas, that more detail would have to be presented to a Delaware jury than to one in Texas which knew the locality and that unexpected witnesses might have to be brought here from Texas.

Plaintiffs attorneys John Vanburnt, Wilmington, and Thurman Arnold, Washington, opposed the transfer, declaring that the plaintiff should have the right to choose the forum and that the defendants have not claimed that they are being harassed.

L. A. Nikoloric, Washington, arguing for the plaintiffs' motions for interrogatories and production of documents, contended that the information sought is in connection with an alleged national conspiracy. Albert C. Bickford, New York, said for Consolidated and Interstate that the case should be limited to theatres in substantial competition with the plaintiff.

RKO Board Meets in Closed Sessions

Hollywood, July 7.—RKO board of directors started a series of "closed-door" meetings at Beverly Hills Hotel which are expected to continue the remainder of the week. It is reliably reported that Howard Hughes will outline fully his plans in connection with the company's theatre divestment, together with policies to govern distribution and production thereafter.

Mayer, Strickling to Confer With Schenck

Hollywood, July 7. — Louis B. Mayer and Howard Strickling, M-G-M studio executives, left here today for conferences with Nicholas Schenck, company president, scheduled to begin Monday. Final details of the renewal of Mayer's contract are expected to be among matters worked out.

2nd for Danzigers Here

Producers Edward J. and Harry Lee Danziger have started filming their second Eastern production, "Runaway." The film will be shot entirely on locations in New York and Long Island, as was their preceding film, "Jigsaw," which starred Franchot Tone. The production will be distributed by United Artists. It will be directed by Bernard Vorhaus.

New Film on Israel

"The Earth Cries Out," a Lux-produced Italian film on the political and immigration events leading up to Israel's independence, has arrived here, and will be released by Lux with dubbed English dialogue in late August. The film was written by Lewis F. Gittler and produced by Albert Salvatori, both Americans.

New Ascap Appeals Board Is Elected

American Society of Composers, Authors and Publishers has elected a new board of appeals, the publisher members being Charles Foley, Max Mayer and Thomas Valando, and the writer members being Abel Baer, Peter De Rose and Douglas Moore. Adolph Vogel is chairman of the board.

Movieless at 124, And Small Objects

It isn't fair to Hollywood to admit being 124 years old without having ever seen a motion picture.

Because of this a representative of producer Edward Small is on the wing today to Medillin, Colombia, to bring back Luis Anacreonte Alvarez, 124, who yesterday told press services that he has never seen a motion picture, heard a radio or ridden on a street car.

If Small has his way, Senor Alvarez will be flown to the United States on his first plane ride, will attend the August 19 world premiere of Small's "Black Magic," will be heard on a national radio program and taught how to fork up his "dinero" for a New York trolley ride.

Protest Screening Censors' Rating

Sydney, July 3 (By Airmail).—Exhibitors in Australia are protesting the regulation under uniform censorship legislation which compels the screening of the censorship classification before every feature and trailer. The uniform censorship legislation strictly applies only in Queensland, Tasmania and West Australia, but exhibitors in other states have been obeying the letter of the as yet unpassed law as a gesture of goodwill. Theatre men argue that it is useless to screen the classification once the audience is in a theatre and the film is about to be shown.

Argentina Regulates Hours of Exhibition

Buenos Aires, July 4 (By Airmail).—The system of continuous showing of pictures, started some weeks ago in most downtown houses, has been abandoned by order of the municipality. A new decree fixes the hours when films can be shown from 10 A.M. to 1 P.M.; 1:30 P.M. to 4:30 P.M.; 5 P.M. to 8:30 P.M., and 9 P.M. to 1 A.M. Argentine producers and the Association of Exhibitors have asked the Lord Mayor to rescind the new order.

No Failures in Canada

Ottawa, July 7.—No commercial failure in the motion picture business throughout Canada was reported during the first quarter of 1949, according to the Canadian government, though there was a sharp upswing in bankruptcies in other trades.

Kodak to Build in Dallas

Rochester, N. Y., July 7.—Eastman Kodak will soon start construction of a wholesale branch and film processing station in Dallas, reports James E. McGhee, vice-president and general sales manager.

Lippert Finance Co.

(*Continued from page 1*)

films up to 25 per cent. Exhibitors and others in the industry have been invited to invest up to a maximum of $3,000 each in the finance company.

Lippert said that he has a firm commitment from a bank that it will advance an additional $270,000 when the new company's capitalization of that same amount is reached.

Lippert Productions has a schedule of 24 films in 1950, Lippert said, with none to exceed a $60,000 budget. He said the exhibition market is faced with a critical shortage of films of that type, particularly since several of the larger companies have curtailed or completely discontinued production of "B" films. He said the primary purpose of his new finance company is to protect a source of supply for smaller theatres. Lippert said that his production company will turn out 16 films this year.

He operates 64 theatres in California and Oregon, he said, and additionally owns several franchises of Screen Guild Productions, which distributes his films.

See Wage Boost

(*Continued from page 1*)

increase, but in view of the current depression and the decrease in American companies earnings because of the devalued peso—now 8.65 pesos per dollar as compared with the 1947 rate of 4.85—trade observers expect a compromise to be reached without resort to a strike.

In the event of a strike, Republic, Monogram, Selznick Releasing Organization and independent distributors of French and Argentinian films would reap a harvest, as they would have the only available supply of foreign films.

New U. S.-Mexican Production Firm

Mexico City, July 7.—U. S. and Mexican interests have organized the Spanish and English film producing company, Filmadora Internacional, the president of which is General Ignacio M. Beteta, director of the government's war materials department. The American interests are represented by Ryland Madison.

Filmadora is preparing its first production, "Red Fury." Akim Tamiroff has the lead in the English version, and the Spanish version cast is headed by Carlos Lopez Montezuma. Filmadora is negotiating with Gregory Peck to appear in pictures for the company in Spanish Morocco.

Mexican Boycott Fails

Mexico City, July 7.—Boycott of J. Arthur Rank's Technicolor film of the London Olympiad, initiated by the National Cinematographic Industry Workers Union in retaliation against the British government's grant of exclusive filming rights to Rank, failed when the local administration approved the picture's opening at Cine Olimpia.

Another for Biltmore

Toronto, July 7.—Biltmore Theatres has started construction of a theatre and large business block at Kingston, Ont. Biltmore, of which B. S. Okun is the head, already has theatres in Toronto, New Toronto, Oshawa, Kingston and Sault Ste. Marie.

Drive-in Case

(*Continued from page 1*)

the First Circuit Court of Appeals reversed the District Court and ruled that E. M. Loew did not have to pay.

No high court action is possible until the fall, since the court is in recess until October.

The drive-in structure was patented by Richard M. Hollingshead of Park-In in May, 1933, and E. M. Loew took a license under this patent for a Providence drive-in in 1937. After paying rolayties for a while, Loew stopped, and Park-In cancelled the license and brought suit.

In its brief to the high court, Park-In stressed the patentability of the drive-in idea, which was questioned by the Circuit Court. It said that "the initial skepticisms of those skilled in the motion picture industry and subsequent recognition, acceptance and commercial success of the drive-in theatre of the patent in suit, and the testimony of those skilled in the motion picture industry that the drive-in theatre of the patent was ingenious are all evidences of invention supporting the trial court's fact-finding of invention."

Drive-in Traffic

(*Continued from page 1*)

state police want a study made of the locations of all drive-in theatres to determine if "possible hazards" exist in the areas where motorists enter and depart from the theatre grounds. At the same time, Hayden Evanue, traffic engineer for the Highways Department, said the survey would enable the department to take corrective traffic measures, if needed, at theatre sites. He said the department already had received complaints of traffic difficulties in two areas.

Meanwhile, the Bureau of Inspection of the State Department of Labor and Industry disclosed that it had inspected about 100 drive-in theatres throughout Pennsylvania. The bureau is charged with inspection of screens and projection equipment.

Video at Reade Drive-in

Television has come to the drive-ins, Walter Reade Theatres having installed a large-screen set in a special waterproofed cabinet at the base of the screen tower at its 9W Drive-In in Kingston, N. Y. A directional antenna has been mounted atop the screen tower, providing reception that has heretofore been impossible in the Ulster County area—the entire county being too far from New York in one direction to get good home reception, and just on the reception fringe of the Schenectady station. The height of the antenna is said to have overcome this difficulty.

Fight School Shows

Albany, N. Y., July 7.—John Rossi, operating the Strand Theatre at Schroon Lake, and his brother, Charles, operating the Paramount, have filed a plea with the State Commissioner of Education at Albany, asking him to prevent the Schroon Lake school board from renting the Schroon Lake Central Auditorium for stage presentations of a stock company.

Crescent to Build at Alcoa

Alcoa, Tenn., July 7.—Crescent Amusement has purchased a site here for the construction of a theatre and shopping center.

THERE'S A BOXOFFICE

WALLOP

in

"TOO LATE FOR TEARS"

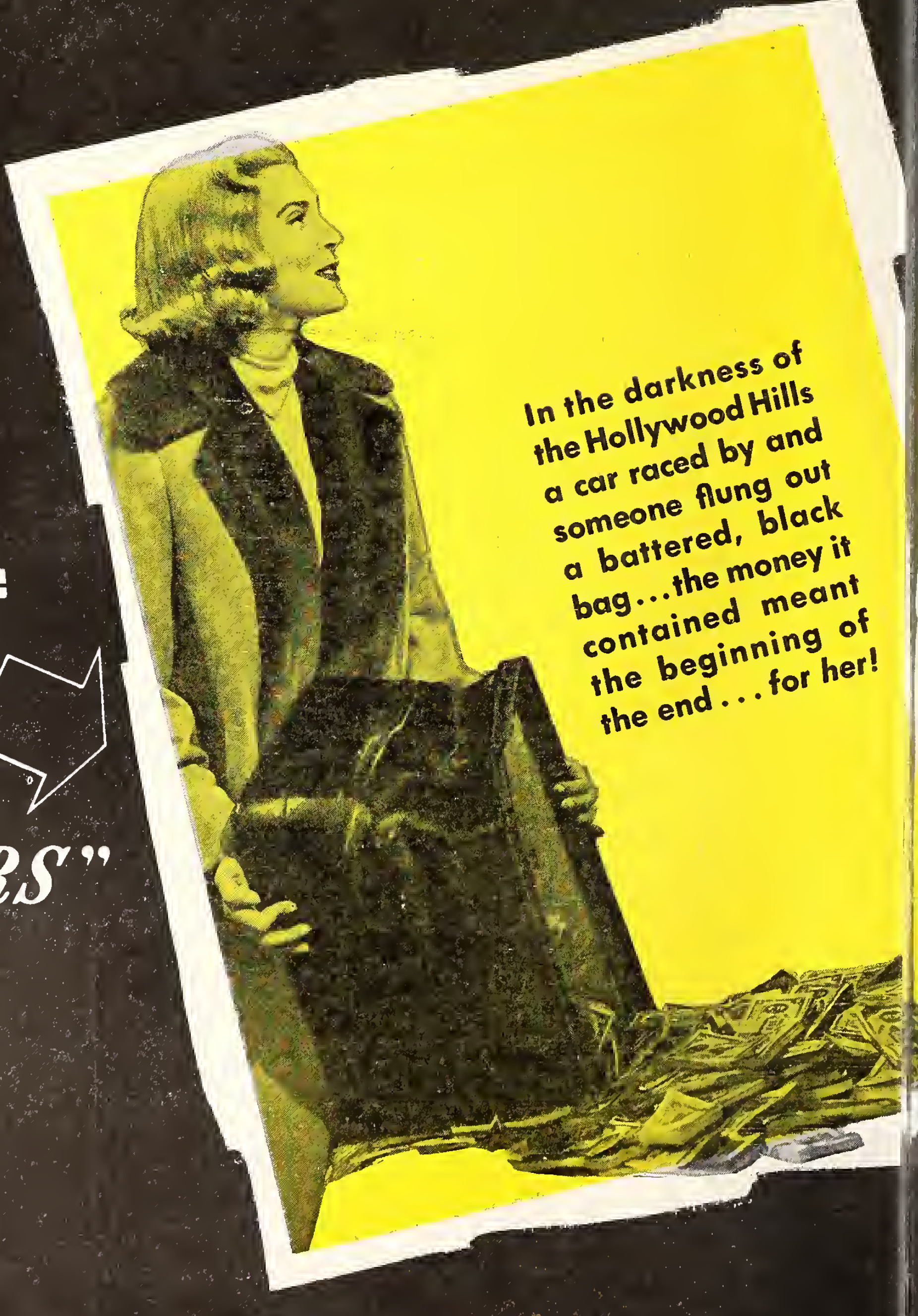
"That's just to remind you...you're in a tough racket now!"

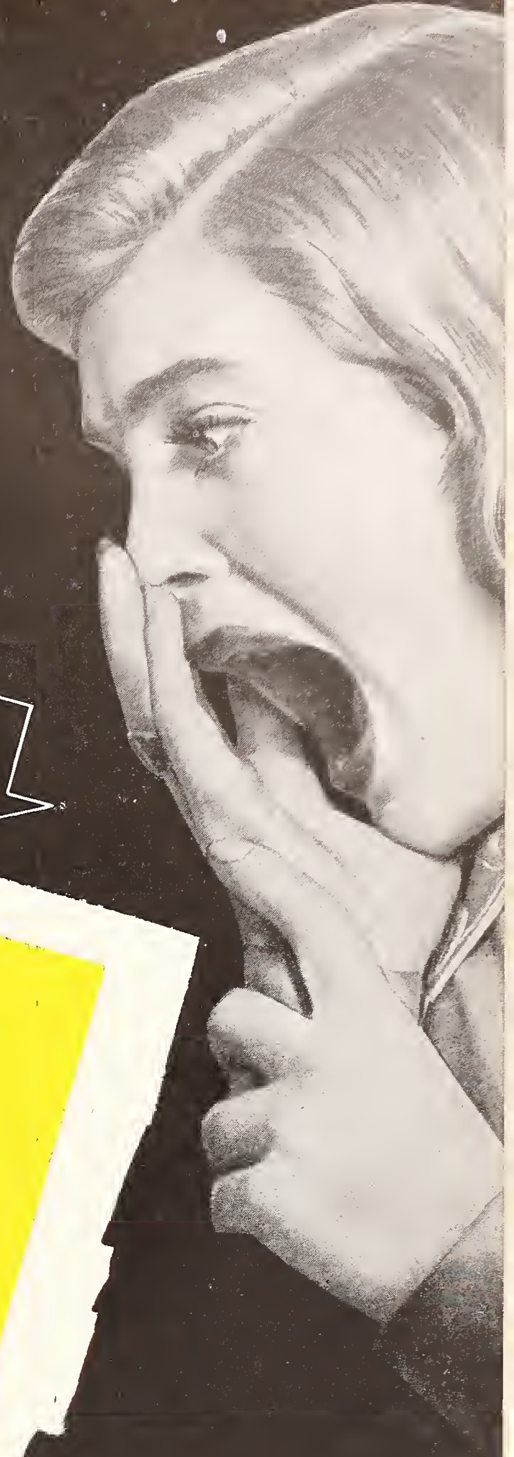
THERE'S A BAG OF

DOUGH

in

"TOO LATE FOR TEARS"


In the darkness of the Hollywood Hills a car raced by and someone flung out a battered, black bag...the money it contained meant the beginning of the end...for her!



THERE'S SOLID

SELL

in

the cast and production of the

HUNT STROMBERG

presentation of

LIZABETH SCOTT
DON DE FORE
DAN DURYEA

in

"TOO LATE FOR TEARS"

with

Arthur Kennedy • Kristine Miller • Barry Kelley

Screenplay by ROY HUGGINS from his Saturday Evening Post Serial

Produced by **HUNT STROMBERG**

Directed by ROY HASKIN

There's everything you want in this big one thru UA!

Arnall, US Review

(Continued from page 1)

British playing-time quota. Arnall's aim now is for the department to contact the British government for the purpose of reviewing the overall dollar exchange agreement and the screen time restrictions.

He said new efforts are called for in view of developments within the last few days during which new and more vigorous emphasis has been placed upon England's critical economic position. The austere mode of living mapped for the British people makes it more imperative than ever that they be given more diversion in the form of better motion pictures to lighten the load, Arnall asserted.

Films Essential 'Escape'

In time of war all governments recognized the importance of the motion picture as a means of essential relaxation and escape, he added. By lifting its barriers for more American films the British could more successfully achieve that end at this time when the people of that country are again straining for simple pleasures, Arnall reasoned.

"We want to help," Arnall said, "if the British are going through hard days economically." But assistance, he continued, should be through, perhaps, the Marshall Plan and outside the motion picture industry. "The people cannot live with bread alone; they must have some outlets," Arnall contends.

Meanwhile, Arnall's appearance before the House Judiciary Sub-Committee to testify in behalf of strengthening the anti-trust laws has been set for July 20. He probably will outline the general pattern of what he believes to be monopoly in this country, not excluding specific names of groups within the U. S. film business. Still pending before the U. S. Department of Justice is a SIMPP protest against the operations of the Motion Picture Export Association.

Australian Quota

(Continued from page 1)

cent. There has never been enough product to meet Australian quota requirements since quota legislation was enacted in 1935, but the Commission now reports that four Australian films are available. The four are "Eureka Stockade," "Always Another Dawn," "Into the Straight" and "Mantle of Safety." For quota purposes, 52 issues of an Australian newsreel (there are two, Cinesound and Fox Movietone) count as one feature, so that actually there now are five to six features available.

Although exhibitors have complied more and more with the British quota during the past few years, the Film Commission says it will take action against defaulting exhibitors in the future. There are sufficient British films entering the country for the law to be enforced, but many exhibitors have been defaulting. In many situations British films are not popular, despite the success of individual British films.

MPAA Group

(Continued from page 1)

Leon Bamberger, RKO Radio; Steve Edwards, Republic; Harry Goldberg, Warners; Edward Morey, Allied Artists; Louis A. Novins, Paramount; Henderson M. Richey, Loew's; Sam Shain, 20th Century-Fox, and Francis Harmon and Arthur DeBra of the MPAA.

Small, E-L Deal

(Continued from page 1)

the spark-plug of the negotiations, and Robert Purcell of Young's Pathe Industries, the E-L parent company.

There was no official indication that as a result of the meeting either Young or Small was disposed to retreat from their no-compromise attitudes which appeared to prevail heretofore. However, clear evidence of sustained interest in the deal was seen from both sides, it was reliably reported, whereas previously the disinterested attitude of the principals had led most observers to believe that the deal was as good as dead.

How and on what basis a successful compromise might be reached which would overcome Young's known reluctance to relinquish control of E-L on the proposed terms of deferred payments out of future company earnings could not be learned. Small, too, has indicated an unwillingness to agree to terms any less favorable than those proposed. Observers, however, now believe that Semenenko's resourcefulness and persuasiveness may be able to turn the trick. If so, it must be accomplished within the next week inasmuch as the Boston banker is scheduled to leave for Europe next Friday.

Small 'Best' Choice

Semenenko's negotiating efforts will be supported by many of Young's adherents who are firmly convinced that Small is far and away the best possible choice which could be made to revitalize and rebuild Eagle-Lion. His ability to make good box-office attractions at reasonable cost is exactly what trade experts unanimously prescribe for the company.

With the studio in his hands, E-L's basic problem of product supply would be solved immediately, observers are agreed. Furthermore, they point out, Small is known to have a high opinion of E-L's sales and distribution organization under William Heineman, general sales manager, and Jack Schlaifer, his assistant, and would do nothing to disrupt that efficiently-working organization. Purcell, one of Young's trusted advisers, participated in the West Coast negotiations which advanced the pending proposals for Small to take over the company, it is also pointed out.

Quota Protest

(Continued from page 1)

ture Producers, the Hollywood Motion Picture Industry Council, and others. The Department has made a mild verbal representation to the British government which resulted in an inconclusive response.

The protestations to the State Department were renewed last month and as yet no official reply has been received nor action taken. Many here now believe that the State Department could not gracefully pursue the matter with any emphasis while Britain faces so many more important problems.

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY *correspondents. Estimates omit admission tax.*

CHICAGO

Both "Neptune's Daughter" and "It Happens Every Spring," each with top-name stage shows, grossed heavily. Other first-runs, however, drew mediocre attendance, with a record heat wave driving people out of the city. Estimated receipts for the week ended July 7:

THE BIG STEAL (RKO Radio) and HENRY THE RAINMAKER (Mono.)—PALACE (2,500) (50c-65c-98c). Gross: $12,000. (Average: $18,000)

COLORADO TERRITORY (WB)—STATE LAKE (2,700) (50c-65c-98c). Gross: $13,000. (Average: $22,000)

HOME OF THE BRAVE (UA)—WOODS (1,080) (98c) 6th week. Gross: $15,000. (Average: $20,000)

IT HAPPENS EVERY SPRING (20th-Fox)—ORIENTAL (3,400) (50c-98c). On stage: Frankie Laine. Gross: $56,000. (Average: $43,500)

JOHNNY ALLEGRO (Col.)—UNITED ARTISTS (1,700) (50c-65c-98c). Gross: $10,000. (Average: $17,000)

NEPTUNE'S DAUGHTER (M-G-M)—CHICAGO (3,900) (50c-65c-98c). On stage: Peggy Lee, Bob Crosby, 2nd week. Gross: $58,000. (Average: $50,000)

THE RED MENACE (Rep.)—GARRICK (1,000) (50c-65c-98c). Gross: $7,000. (Average: $8,500)

THE RED SHOES (E-L)—SELWYN (1,000) ($1.20-$1.50-$1.80-$2.40) 28th week. Gross: $5,500.

SALUDOS AMIGOS (RKO Radio) and DUMBO (RKO Radio)—GRAND (1,150) (50c-65c-98c). Gross: $8,000. (Average: $13,500)

SPECIAL AGENT (Para.) and JIGSAW (UA)—ROOSEVELT (1,500) (50c-65c-98c). Gross: $10,000. (Average: $16,000)

LOS ANGELES

The week witnessed a marked upturn in most grosses, with "The Big Steal" showing particular strength among newcomers, and "Sorrowful Jones" proving big for a sustained draw. Weather was perfect. Estimated receipts for the week ended July 6:

THE BARKLEYS OF BROADWAY (M-G-M)—EGYPTIAN (1,000) (60c-85c-$1.00) 6 days, 3rd week. Gross: $12,000. (Average: $11,800)

THE BARKLEYS OF BROADWAY (M-G-M)—FOX-WILSHIRE (2,300) (60c-85c-$1.00) 6 days, 3rd week. Gross: $11,000. (Average: $11,800)

THE BARKLEYS OF BROADWAY (M-G-M)—LOS ANGELES (2,096) (60c-85c-$1.00) 6 days, 3rd week. Gross: $12,000. (Average: $19,900)

THE BIG STEAL (RKO Radio) and AIR HOSTESS (Col.) — PANTAGES (2,300) (50c-60c-80c-$1.00). Gross: $19,000. (Average: $16,400)

THE BIG STEAL (RKO Radio) and AIR HOSTESS (Col.)—HILLSTREET (2,700) (50c-60c-80c-$1.00). Gross: $22,000. (Average: $17,700)

EDWARD, MY SON (M-G-M)—FOUR STAR (900) (75c-$1.00) 6 days. Gross: $12,500. (Average: $14,400)

THE FOUNTAINHEAD (WB)—WARNERS (Downtown) (3,400) (50c-60c-80c-$1.00) 6 days, 2nd week. Gross: $12,000. (Average: $14,900)

THE FOUNTAINHEAD (WB)—WARNERS (Hollywood) (3,000) (50c-60c-80c-$1.00) 6 days, 2nd week. Gross: $12,000. (Average: $12,400)

THE FOUNTAINHEAD (WB)—WARNERS (Wiltern) (2,300) (50c-60c-80c-$1.00) 6 days, 2nd week.. Gross: $14,000. (Average: $12,200)

HOME OF THE BRAVE (UA)—MUSIC HALL (Beverly Hills) (900) (60c-85c-$1.00) 6 days, 5th week. Gross: $3,500. (Average: $4,600)

HOME OF THE BRAVE (UA)—MUSIC HALL (Downtown) (900) (60c-85c-$1.00) 6 days, 5th week. Gross: $7,000. (Average: $10,300)

HOME OF THE BRAVE (UA)—MUSIC HALL (Hawaii) (1,000) (60c-85c-$1.00) 6 days, 5th week. Gross: $2,300. (Average: $4,600)

HOME OF THE BRAVE (UA)—MUSIC HALL (Hollywood) (480) (60c-85c-$1.00) 6 days, 5th week. Gross: $2,000. (Average: $3,500)

HOUSE OF STRANGERS (20th-Fox) and AMAZON QUEST (FC)—CHINESE (2,300) (60c-85c-$1.00). Gross: $13,000. (Average: $12,900)

HOUSE OF STRANGERS (20th-Fox) and AMAZON QUEST (FC)—LOEW'S STATE (2,500) (60c-85c-$1.00). Gross: $16,000. (Average: $20,300)

HOUSE OF STRANGERS (20th-Fox) and AMAZON QUEST (FC)—LOYOLA (1,265) (60c-85c-$1.00). Gross: $9,000. (Average: $9,000)

HOUSE OF STRANGERS (20th-Fox) and AMAZON QUEST (FC)—UPTOWN (1,716) (60c-85c-$1.00). Gross: $9,000. (Average: $9,300)

IT HAPPENS EVERY SPRING (20th-Fox) and THE RUSTLERS (RKO Radio) CARTHAY CIRCLE (1,516) (60c-85c-$1.00) Gross: $6,500. (Average: $11,000)

MASSACRE RIVER (AA-Mono.) and BOMBA (Mono.)—GUILD (965) (60c-85c-$1.00). Gross: $5,000. (Average: $5,300)

MASSACRE RIVER (AA-Mono.) and BOMBA (Mono.)—IRIS (708) (60c-85c-$1.00) Gross: $6,000. (Average: $5,700)

MASSACRE RIVER (AA-Mono.) and BOMBA (Mono.)—RITZ (1,376) (60c-85c-$1.00). Gross: $6,000. (Average: $8,000)

MASSACRE RIVER (AA-Mono.) and BOMBA (Mono.)—STUDIO (880) (60c-85c-$1.00). Gross: $5,000. (Average: $6,500)

MASSACRE RIVER (AA-Mono.) and BOMBA (Mono.)—UNITED ARTISTS (2,100) (60c-85c-$1.00). Gross: $10,800. (Average: $9,800)

THE RED SHOES (EL-Rank)—FINE ARTS (680) ($1.20-$1.80-$2.40) 27th week. Gross: $9,000. (Average: $11,300)

SORROWFUL JONES (Para.)—PARAMOUNT (Hollywood) (1,407) (50c-60c-80c-$1.00) 2nd week. Gross: $15,500. (Average: $12,000)

SORROWFUL JONES (Para.)—PARAMOUNT (Downtown) (3,595) (50c-60c-80c-$1.00) 2nd week. Gross: $18,500. (Average: $16,500)

WHITE SAVAGE (FC) and COBRA WOMAN (FC) (Re-releases)—ORPHEUM (2,210) (60c-85c-$1.00) 6 days. Gross: $12,000. (Average: $16,300)

WHITE SAVAGE (FC) and COBRA WOMAN (FC) (Re-releases)—VOGUE (800) (60c-85c-$1.00) 6 days. Gross: $5,000. (Average: $5,700)

WHITE SAVAGE (FC) and COBRA WOMAN (FC) (Re-releases)—BELMONT (1,600) (60c-85c-$1.00) 6 days. Gross: $4,000. (Average: $5,500)

WHITE SAVAGE (FC) and COBRA WOMAN (FC) (Re-releases)—EL REY (861) (60c-85c-$1.00) 6 days. Gross: $4,000. (Average: $5,800)

BALTIMORE

Openings were strong enough and the outlook appeared favorable for better business. But a holiday weekend came along and everyone must have been out-of-town, judging by the slump at box-offices—except for "Neptune's Daughter" which is drawing most of the moviegoers. Estimated receipts for the week ending July 7:

THE BIG STEAL (RKO Radio)—TOWN (1,450) (29c-37c-50c-54c). Gross: $7,500. (Average: $8,750)

CHAMPION (UA) — MAYFAIR (1,000) (21c-29c-54c). Gross: $6,500. (Average: $4,000)

EDWARD, MY SON (M-G-M)—VALENCIA (1,466) 2nd week, moving over from Century (25c-40c-50c-54c). Gross: $4,750. (Average: $4,750)

THE FOUNTAIN HEAD (WB)—STANLEY (3,280) (29c-37c-50c-58c). Gross: $12,750. (Average: $12,000)

MASSACRE RIVER (AA-Mono.)—HIPPODROME (2,404) (29c-37c-56c-58c). With a stage show. Gross: $17,000. (Average: $16,750)

NEPTUNE'S DAUGHTER (M-G-M)—CENTURY (3,000) (25c-40c-50c-54c) Gross: $17,000. (Average: $12,000)

QUARTET (E-L)—LITTLE (328) (29c-37c-55c) 3rd week. Gross. $2,750. (Average: $2,750)

SAND (20th-Fox)—NEW (1,800) (29c-37c-50c-54c). Gross: $9,500. (Average: $10,000)

SORROWFUL JONES (Para.)—KEITHS (2,204) (29c-40c-50c-54c) 2nd week. Gross: $16,000. (Average: $11,250)

ATLANTA

Business is somewhat better in downtown first-run theatres, although drive-ins still get the best of the trade. Estimated receipts for the week ending July 6:

BEAUTIFUL BLONDE FROM BASHFUL BEND (20th-Fox)—ROXY (hold over from the FOX) (2,446) (17c-54c). Gross: $6,600. (Average: $7,000)

NEPTUNE'S DAUGHTER (M-G-M) — LOEW'S GRAND—(2,446) (17c-54c). Gross: $12,500. (Average: $13,000)

SORROWFUL JONES (Para.)—FOX (17c-54c) (4,446). Gross: $12,000. (Average: $13,000)

TARZAN'S MAGIC FOUNTAIN (RKO Radio) — PARAMOUNT (2,446) (17c-54c). Gross: $7,500. (Average: $8,000)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 6 NEW YORK, U. S. A., MONDAY, JULY 11, 1949 TEN CENTS

20th-Fox Asks 60 to Discuss Merchandising

'P. R.' Also on Agenda Of July 27-29 Meeting

Launching one of the industry's most important showmanship drives, 20th Century-Fox has invited advertising-publicity directors of the country's major theatres and circuits to meet in New York on July 27-29 for an industry-wide merchandising meeting. Charles Einfeld, advertising-publicity vice-president, will preside.

Charles Einfeld

Sixty ad chiefs of affiliated as well as independent theatres and circuits have been invited to the three-day conference, which will be held at the 20th Century-Fox home office.

The showmanship parley will go

(*Continued on page* 14)

Paramount Steps Up Newsreel Features

As a means of adding new values to its newsreel, and pointing up the fact that the reels are constantly keeping up with the times, Paramount News has adopted a new policy of featuring stories in addition to its standard coverage of spot news, it was announced here at the weekend by Oscar Morgan, short subjects and newsreel sales chief.

The new practice has been experimented with, Morgan pointed out,

(*Continued on page* 14)

Para., 20th-Fox For TOA Trailer Idea

Gael Sullivan, executive director of the Theatre Owners of America, has received from Paramount and 20th Century-Fox approval of the TOA plan for the use of television trailers to advertise feature pictures. This brings to eight the total of producers who have endorsed the TOA project.

Barney Balaban, president of Para-

(*Continued on page* 11)

Trust Law Probers May Hear Johnston

Washington, July 10.—Rep. Emanuel Celler revealed here that Eric A. Johnston, president of the Motion Picture Association of America, may be asked to testify on the matter of tighter anti-trust laws before the House Judiciary Sub-Committee. SIMPP president Ellis Arnall will appear before the group on July 20. The hearing will begin tomorrow with Attorney General Tom Clark slated to be the lead-off witness.

Drive-ins Complain Of High Rentals

MINNEAPOLIS, July 10.—Drive-in operators in the Minneapolis territory report difficulties in their efforts to obtain a run of product that will bolster the drive-in box-office without paying a prohibitive film rental. A check-up reveals that four out of five of the outdoor stands opened in the area this year are "taking it on the chin."

On the whole, the operators point out that they cannot run pictures of ancient vintage, and on the other they feel they cannot meet the rental terms demanded for late product. Then, too, they are confronted with the problem of percentages if they run late releases, for distributors are said to be determined to set some percentage picture in drive-ins.

Demands Role for Exhibition in Production Plans

INDIANAPOLIS, July 10.—Exhibition would have a voice in production under a plan proposed to major film producers by Earl Cunningham, vice-president of Fountain Square Theatre here and an exhibitor for 30 years.

"Create a committee consisting of the best and keenest minds in exhibition," Cunningham advocated in a letter addressed to major film companies. "Choose four men, probably managers and publicity men, from four sections of the nation. Add a representative from distribution, another from production, and head the group with the brainiest exhibitor you could find. Rulings of this committee would be absolute—no story, no star would be accepted for a motion picture until it had been passed by them."

Formation of the National Exhibi-

(*Continued on page* 14)

Mulvey to London On Fiscal Problem

James A. Mulvey, president of Samuel Goldwyn Productions, left here for London by plane on Saturday on company business reportedly concerned with blocked revenue from the company's pictures in England.

Mulvey, who with Eric Johnston, Motion Picture Association of America president, negotiated the existing remittance agreement between the American industry and the British government, will be abroad one week.

Another Court Reverses Alger Decision on Audit

BLUEFIELD, W. Va., July 10.—Exhibitor defendants' cross-motion for a separate trial of their illegality defense based on the U. S. versus Paramount case was denied at the conclusion of arguments in 15 percentage actions in Federal Court here. At the same time, the plaintiff distributors' motion in the same actions for an audit of theatre records, on which motion decision had been previously reserved to await the hearing on the motion for a separate trial, was granted by U. S. Judge Ben Moore.

This is the second court, since Judge Campbell directed a separate trial of the illegality defense in the Alger case in Illinois, not to follow Judge Campbell's ruling. The other decision was that of U. S. Judge Stone several months ago in Wisconsin, which granted the distributor motion for an audit, and denied the exhibitors' cross-

(*Continued on page* 14)

IATSE Coast Locals Aim for Aug. 10 Pact

HOLLYWOOD, July 10.—Agreement with major film companies for a new basic agreement to supplant the present pact, which expires August 10, is confidently expected, Roy Brewer, IATSE international representative, said Friday. The pact referred to, embracing 14 IATSE locals, pertains to recognition, union security, grievances, and methods for negotiating differences.

Negotiations are also progressing for modification of IATSE wage scales, establishment of a pension plan, and setting up of employment regulations tantamount to the security formerly enjoyed under the closed

(*Continued on page* 11)

Small's Deal For E-L Nears Closing Stage

Rapid Progress May Permit Closing Tuesday

Negotitions for Edward Small to acquire control of Eagle-Lion moved forward with such rapidity at a meeting held here on Friday that official sources said at the weekend a deal may be concluded tomorrow or Wednesday unless unforseen obstacles are encountered.

In fact, so great was the progress at Friday's meeting that by mid-afternoon on that day principals thought a final agreement might be reached by early evening. The early time calculations proved too optimistic, however, and it was subsequently learned that several days will be required to clear legal problems which were encountered.

Friday's session was only the second held since Small's arrival in New York from the Coast last Wednesday. The first, held Thursday night, reversed the entire complexion of the

(*Continued on page* 14)

Sen. Johnson to Ask Tax Cut in Newsreels

As part of the combined industry effort to have the 20 per cent Federal admission tax cut, Sen. Edward Johnson of Colorado will appear in all five newsreels in an address to theatre-goers on the advisability of such action.

This was disclosed on Friday at a meeting of all industries affected by the wartime excise levy and at which optimism that a cut will be forthcoming was voiced.

Jack Bryson, legislative representa-

(*Continued on page* 14)

Miss. T. O. Meeting Is Well Attended

BILOXI, Miss., July 10.—Registration was heavy here today for the annual convention of Theatre Owners of Mississippi, which gets under way tomorrow at this Gulf of Mexico resort town.

Max Connett, president, will be chairman of the business sessions to-

(*Continued on page* 14)

Personal Mention

HENRY GINSBERG, Paramount vice-president in charge of production, will leave here tomorrow for Hollywood.

•

Robert Chambers, Motion Picture Association of America research director, will leave here today by plane for the Coast where he will discuss industry research matters with MPAA personnel there.

•

Mel Konnecof, New York news representative of *The Exhibitor*, and Mrs. Konnecof are parents of an eight-pound, four-ounce son, their first, born Thursday night at Israel Zion Hospital, Brooklyn.

•

James R. Grainger, Republic distribution vice-president, will leave here today by plane to visit branches at Jacksonville, New Orleans, Dallas, Kansas City and Chicago.

•

Maurice (Red) Silverstein, Loew's International Latin American director, has left here for Brazil, the first stop on a tour of branches in Central and South America.

•

Joseph H. Hazen, Hal Wallis Productions president, is scheduled to leave New York for the Coast in about two weeks.

•

Merian C. Cooper, Argosy producer, left Boston on Saturday for the Coast.

•

Eddie Cantor and Mrs. Cantor are en route to Europe aboard the *S.S. America*.

Mochrie to Preside At RKO Meeting

Robert Mochrie, RKO Radio sales vice-president, will preside at the first of a series of regional sales meetings to be held in the Hotel Statler, Buffalo, today through Wednesday. In addition to a discussion of new product and sales strategy, Mochrie will announce the leading district manager and the four main prize winning branches in the 1949 "Ned Depinet Drive."

Also present from the home office will be Harry Michalson, Nat Levy, Charles Boasberg, A. A. Schubart, M. G. Poller, Frank Drumm, Carl Peppercorn and Sid Kramer.

Also, district managers Len S. Gruenberg, Gus Schaefer, R. J. Folliard, and Morris E. Lefko, and the following branch and sales managers, Max Westebbe, Ross Cropper, Larry Gardiner, Jack Chinell, Stanley Jacques, Harry H. Walders, Hatton F. Taylor, Russel L. Brentlinger, Barney Pitkin, Phil Hodes, Herman Silverman, Charles Zagrans, Ely Epstein, Dave Silverman, Joseph Brecheen, Al Folliard.

A highlight of the sales conclave will be a dinner to be given to the delegates by Max Yellin, Buffalo exhibitor, tomorrow evening.

Tradewise . . .

By SHERWIN KANE

INDUSTRY attorneys recently committed themselves to a continuing effort aimed at reducing the sizeable backlog of court actions which have accumulated in recent years. But don't get the wrong idea. They have no intention of making indiscriminate settlements just to get cases off the dockets.

What they propose to do is to begin setting the legal wheels in motion, to bring as many cases to trial as soon as possible. The damages sought in the complaints on file aggregate millions of dollars. Some of the cases may have merit, some may not. There is no way of estimating the liability, if any, of defendant companies involved in the numerous actions pending in courts throughout the land.

The companies and their attorneys, by pressing for trial of the cases, soon will have a clearer picture of just where they stand in the conglomeration of complaints and claims on file. Moreover, observers believe that a determined drive to bring the cases to trial will have the effect of inducing would-be plaintiffs with grievances of questionable merit, or no merit at all, to think twice before resorting to costly litigation. Then, too, cases not entirely devoid of merit can be better appraised once they have been heard in the lower courts. Early settlements, on the other hand, might be construed by some with fancied grievances as an invitation to bring suit not so much for trial as in the hope of a settlement.

Thus the settlement procedure is not to be resorted to either often or initially. But it is not to be ruled out entirely. It will have to offer something more substantial than the riddance of nuisance value to be considered, attorneys say.

Defendant companies, in the course of clearing the dockets of as much litigation as possible, are likely to ask for jury trials, it is learned. Most of them feel that, on the whole, juries have shown a good grasp of industry problems.

• •

Whether or not the proposed meeting next month of the Anglo-American Films Advisory Council will take place still is doubtful.

British members appear to be expecting to be advised soon when they can expect the American members in London for the session. So far as can be learned here the American members have no intention of journeying to England for the meeting. The attitude on this side would seem to be, if the British members wish a meeting, in August or later, the American members will be happy to accommodate them if they come over here. At present, there seems to be no disposition on the part of the American members to take the initiative in scheduling a meeting.

The British government's stand on maintaining the high film quota is so adamant, it is obvious that nothing could be accomplished by the Council on that score. Liberalized remittances from Britain are out of the question while the country's economic difficulties continue to mount, and nothing within that area could be accomplished by Council discussions, in any event. Revision of permitted uses of blocked sterling likewise would be up to the British government, not the Council.

Thus a Council meeting this summer, if held, is not likely to be productive of anything vital in those basic areas of quota and financial restrictions, which remain sources of friction between the two industries.

• •

The new National Exhibitors Film Co. will have an opportunity to set a much-needed showmanship example by insisting upon adequate presentation of its product to the trade. As showmen, they are aware that exhibitors do not and cannot have more confidence in and enthusiasm for product than that displayed by its sponsors. Pictures which are inadequately advertised to the trade, or not advertised to them at all, have two strikes against them when the salesman comes around.

Showmen are justified in reasoning that product which a producer or distributor adjudges unworthy of a substantial trade advertising investment also is likely to be a dubious investment for a theatre. When it comes time to approve distribution arrangements for its pictures, NEFC should make certain that those arrangements include guaranties of substantial trade advertising therefor.

Newsreel Parade

THE fleets of the Western powers in maneuvers and the return of Jap prisoners mark current newsreel highlights. Other items include the unveiling of a Gen. Patton bust, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 55—British, French, Dutch and Belgium ships in naval exercises. Gen. DeGaulle presides at dedication of memorial to the late Gen. Patton. Japan: 2,000 war prisoners return from Russia. U. S. Navy displays world's most powerful attack plane. Miss Chinatown. Wimbledon tennis. Henley regatta. Ski jump.

NEWS OF THE DAY, No. 289—Western powers' fleets in joint maneuvers. Arsenal on wings. France remembers Gen. Patton. Jap prisoners home; stir Red issue. Miss Chinatown: 1949. U. S. net stars. Skiing.

PARAMOUNT NEWS, No. 92—A 2,900 mile bicycle race. Western Europe fleet maneuvers. New Red menace for Japan. Sports parade: ski jump, Wimbledon tennis.

TELENEWS DIGEST, No. 27-B—Sir Stafford Cripps on dollar crisis. Paris: British crisis strikes at Marshall Plan. Great Britain signs dollar trade pact with Argentina. Attorney General Clark defends FBI disclosures. July Fourth in Tokyo. John J. McCloy arrives in Berlin. Unveil Gen. Patton bust in France. Gertrude Moran christens a plane named after herself. Paul Bunyan statue. Fire sweeps Boston beach. Gold cup regatta.

UNIVERSAL NEWS, No. 262—Japanese prisoners of war return from Russia. Navy sky raider. Rodeo. Dutch Olympics. Wimbledon tennis. Timber carnival.

WARNER PATHE NEWS, No. 94—News from Japan: Jap prisoners; Gen. MacArthur reviews parade. Western Europe fleet maneuvers. Congress moves to new temporary quarters. People in the news: Gen. Patton, Tokyo Rose, Paul Bunyan. Miss Chinatown. Tennis. Gold Cup race. Skiing.

MGM Chiefs East For Conferences

Following two weeks of conferences with Louis B. Mayer and Dore Schary on future production plans, William F. Rodgers, M-G-M distribution vice-president, left Hollywood Saturday for the East. He will arrive in Chicago today and remain until Wednesday conferring with Burtus Bishop, Jr., Midwestern sales manager. Rodgers will return to New York on Thursday.

Preceding Rodgers' homeward trip will be Mayer's arrival here today, accompanied by Howard Strickling, M-G-M studio publicity chief. Mayer will spend a week to 10 days here while Strickling plans a similar stay for conferences with Silas F. Seadler, advertising manager. John Joseph, assistant to advertising vice-president Howard Dietz, will also return today from the Coast. He likewise will sit in on the meetings between Strickling and Seadler, mapping campaigns for a number of future releases.

Sears to the Coast To See UA Owners

Gradwell L. Sears, president of United Artists, is scheduled to leave New York for the Coast today for further conferences with owners Mary Pickford and Charles Chaplin on the financial affairs of the company. Since his last trip West, two weeks ago, Sears has discussed possible new UA financing with New York banks.

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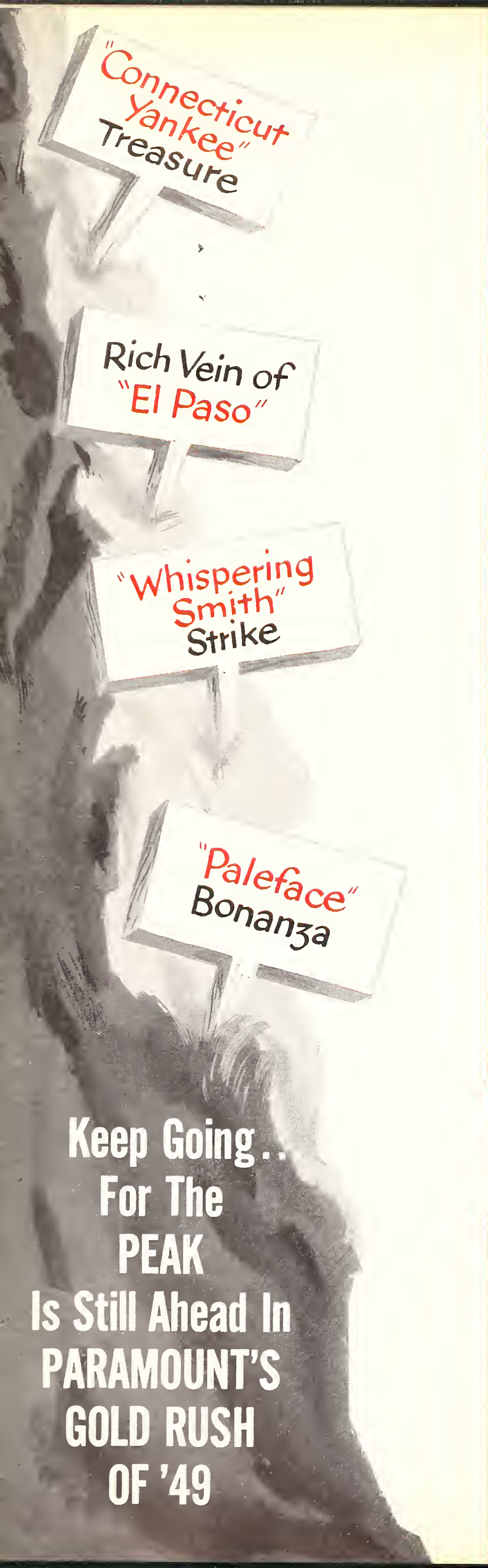
ARDEN ★ EDWARD ARNOLD ★ JEAN ARTHUR ★ FRED ASTAIRE ★ LUCILLE BALL ★ JOHN BEAL ★ WILLIAM BENDIX ★ [illegible]
ARLES BICKFORD ★ WARD BOND ★ JOHN BROMFIELD ★ BRUCE CABOT ★ PHYLLIS CALVERT ★ CORINNE CALVET ★ MA [illegible]
AN CAULFIELD ★ LON CHANEY ★ MONTGOMERY CLIFT ★ WENDELL COREY ★ JANE COWL ★ DONALD CRISP ★ [illegible]
G CROSBY ★ ROLAND CULVER ★ ROBERT CUMMINGS ★ HOWARD DA SILVA ★ DON DE FORE ★ OLIVIA DE HAVILLAND ★ [illegible]
ERT DEKKER ★ WILLIAM DEMAREST ★ MELVYN DOUGLAS ★ DAN DURYEA ★ WILLIAM EYTHE ★ WILLIAM FARNUM ★ [illegible]
GINIA FIELD ★ BARRY FITZGERALD ★ RHONDA FLEMING ★ DICK FORAN ★ MONA FREEMAN ★ FRANCES GIFFORD ★ PAULETTE G [illegible]
LEEN GRAY ★ SIR CEDRIC HARDWICKE ★ JUNE HAVOC ★ STERLING HAYDEN ★ GEORGE "GABBY" HAYES ★ WANDA HE [illegible]
UL HENREID ★ IRENE HERVEY ★ WILLIAM HOLDEN ★ BOB HOPE ★ MIRIAM HOPKINS ★ RUTH HUSSEY ★ BETTY HUTTON ★ PAUL KELLY
AN LADD ★ VERONICA LAKE ★ HEDY LAMARR ★ DOROTHY LAMOUR ★ BURT LANCASTER ★ ANGELA LANSBURY ★ JERRY LEWIS
ER LORRE ★ JOHN LUND ★ DIANA LYNN ★ JEFFREY LYNN ★ BRENDA MARSHALL ★ DEAN MARTIN ★ VICTOR MATURE
MILLAND ★ THOMAS MITCHELL ★ ALAN NAPIER ★ JANE NIGH NANCY OLSON ★ JOHN PAYNE ★ ROBER
STON ★ CLAUDE RAINS ★ DONNA REED ★ PHILIP REED ★ RALPH RICHARDSON ★ GAIL RUSSELL ★ JANE RUSSELL
GEORGE SANDERS ★ MARY JANE SAUNDERS LIZABETH SCOTT ★ BARBARA STANWYCK
BARRY SULLIVAN ★ GLORIA SWANSON ★ JOAN TETZEL ★ GENE TIERNEY
ERICH VON STROHEIM ARLEEN WHELAN ★ HENRY WILCOXON
MARIE WILSON ★ ROLAND WINTERS
SHELLEY WINTERS ★ LORETTA YOUNG
ROLAND YOUNG

STAR
Paramount Pictures
THEATRE

Makes YOUR Theatre
The Home of a Hundred Stars—with
THE NEXT 14 HITS IN THE
GOLD RUSH OF '49
all scheduled before the end of this year



Keep Going..
For The
PEAK
Is Still Ahead In
PARAMOUNT'S
GOLD RUSH
OF '49

"Here they are, Mr. Exhibitor—the star hits of Paramount's Gold Rush Year. And my old golf partner, Hope, is tee-ing 'em off with a big one in July..."

It's the Hope hilarity-hit that's funnier than "The Paleface"

BOB
HOPE
LUCILLE
BALL

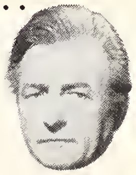
in Damon Runyon's

"SORROWFUL JONES"

with
WILLIAM DEMAREST · BRUCE CABOT · THOMAS GOMEZ
and Introducing
MARY JANE SAUNDERS

Foreword narrated by **Walter Winchell** · Produced by Robert L. Welch · Directed by Sidney Lanfield
Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose · Adapted from a Story by Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

Three brilliant stars in a triangle built by a woman's flight from marriage-without-love . . .



"Song of Surrender"

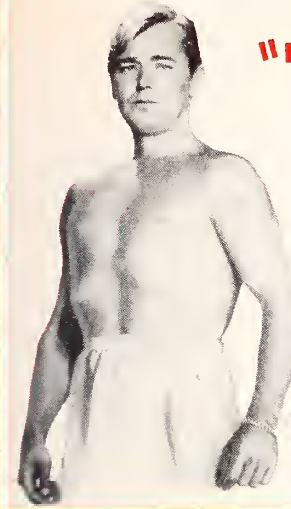
Starring
WANDA
HENDRIX
CLAUDE MACDONALD
RAINS · CAREY
with Andrea King
MITCHELL LEISEN Production
Produced by Richard Maibaum
Directed by Mitchell Leisen
Screenplay by Richard Maibaum

A great role for Ladd in a great love story to match the tension of the times...

ALAN LADD · BETTY FIELD
MACDONALD CAREY · RUTH HUSSEY
BARRY SULLIVAN · HOWARD DA SILVA

in F. SCOTT FITZGERALD'S

"The GREAT Gatsby"



with
SHELLEY WINTERS
Produced by
Richard Maibaum
Directed by Elliott Nugent
Screenplay by Cyril Hume and Richard Maibaum • From the novel by F. Scott Fitzgerald and the play by Owen Davis

Betty's back in the kind of bang-up role that's Red, Hot and Boxoffice

BETTY HUTTON · VICTOR MATURE

in

"Red, Hot and Blue"

A JOHN FARROW Production
with
WILLIAM DEMAREST
JUNE HAVOC
Produced by Robert Fellows
Directed by John Farrow
Screenplay by Hagar Wilde and John Farrow • Story by Charles Lederer

Men of greed fighting for a woman of glamor in the Dark Continent's diamond empire . . .

"Rope of Sand"

A
HAL WALLIS
production starring
BURT LANCASTER
PAUL HENREID
CLAUDE RAINS
PETER LORRE
with Sam Jaffe
and Introducing
CORINNE CALVET
Directed by William Dieterle
Story and Screenplay by Walter Doniger
Additional Dialogue by John Paxton

The CBS Show, Hooper-rated Among Top 5 On Air

JOHN LUND · DIANA LYNN · DON DEFORE
with **MARIE WILSON** as IRMA · and Introducing **DEAN MARTIN · JERRY LEWIS**
in HAL WALLIS' production

"My Friend Irma"

Directed by George Marshall • Screenplay by Cy Howard and Parke Levy • Based upon the CBS program "MY FRIEND IRMA" created by Cy Howard

"Yep, Bing—Paramount's pitchin' top entertainment—every day and every holiday from now to New Year!"

“Paramount's 38 years old—
almost as old as Crosby—and they've never
had a line-up of big pictures
and great stars like this . . .”

You Can't Stop People From Talking About "The Heiress"!

OLIVIA
de Havilland
MONTGOMERY
Clift
RALPH
Richardson

in

WILLIAM WYLER'S

"The Heiress"

with

MIRIAM HOPKINS

MONA FREEMAN · VANESSA BROWN · SELENA ROYLE

Produced and Directed by WILLIAM WYLER • Screenplay by Ruth and Augustus Goetz
Based upon their stage-play • Suggested by Henry James' novel "Washington Square"

From the director of "Best Years of Our Lives"

Top O' The Teams—Bing and Barry—together again to top "Going My Way" and "Welcome Stranger" grosses...

BING CROSBY
ANN BLYTH
BARRY FITZGERALD
HUME CRONYN
in

"Top O' the Morning"

Produced by Robert L. Welch
Directed by David Miller
Written by Edmund Beloin and Richard Breen • Lyrics by Johnny Burke • Music by James Van Heusen

---

Ladd as showmen like him—a fighting Ladd, a romantic Ladd—in a newspaper yarn that's as fast as a teletype . . .

ALAN LADD
DONNA REED in

"Chicago Deadline"

with
JUNE HAVOC • IRENE HERVEY • ARTHUR KENNEDY

Produced by Robert Fellows
Directed by Lewis Allen
Screenplay by Warren Duff
Based on a Story by Tiffany Thayer

Bob sweeps Bing's "Connecticut Yankee" sweetheart right off her feet—in a gale of gags, laughter and songs . . .

Bob HOPE and Rhonda FLEMING
in

"The GREAT LOVER"

with
ROLAND YOUNG • ROLAND CULVER • RICHARD LYON • GARY GRAY

Produced by
Edmund Beloin
Directed by
Alexander Hall
Written by Edmund Beloin, Melville Shavelson and Jack Rose

And a Season-Long Parade of

PARAMOUNT CHAMPIONS

Brought back by popular demand

You can play the first two right away:

FRED MacMURRAY • SYLVIA SIDNEY • HENRY FONDA
in
"The TRAIL of the LONESOME PINE"
Color by Technicolor
and "GERONIMO!"
with PRESTON FOSTER • ELLEN DREW • ANDY DEVINE

And we're breaking the big news now that re-issued for December holiday dates will be that "White Christmas" Champion

BING CROSBY • FRED ASTAIRE in
"HOLIDAY INN" and
Another Famous All-Time Champion To Be Announced

"Two-fisted Paramount promotion socks across *all* these hits in the exciting FREE short subject, 'EYES ON HOLLYWOOD' Date it today to sell *your* theatre and all these tremendous shows!"

A picture unmatched by any
other for production magnificence,
entertainment content and boxoffice
potential, has been made—
and DeMille has made it!

Cecil B.
DeMille's
"Samson
and
Delilah"

Color by
TECHNICOLOR

COMING IN 1950—TO

HEDY LAMARR
GEORGE SANDERS
with
HENRY WILCOXON

Screenplay by Jesse L. Lasky, Jr., Fredric M. Frank · Fr
Based upon the history of Samson a

ALLENGE THE TOP GROSSER OF ALL TIME . . .

In the mighty temple of Gaza, Delilah and the Saran watch Samson make sport for the Philistines.

ICTOR MATURE
ANGELA LANSBURY

duced and
rected by **Cecil B. DeMille**

l treatments by Harold Lamb and Vladimir Jabotinsky
ilah in the Holy Bible, Judges 13 16

"We sneak previewed Paramount's greatest entertainment, 'Samson and Delilah' before a capacity audience. In 15 years, no audience reacted as 100% favorably as this one. A milestone for great pictures in our industry."

B. D. Cockrill, Managing Director,
Denham Theatre, Denver, Colorado

Today's Star Tunes All Sing of Entertainment That's

Paramount

Paramount song hits by famous composers like Livingston and Evans, Burke and Van Heusen, Frank Loesser, and Victor Young, are important draws as the Oscar-winning "Buttons and Bows" proved so dramatically with "The Paleface." Listen for:

"Having Wonderful Wish"

from "SORROWFUL JONES"

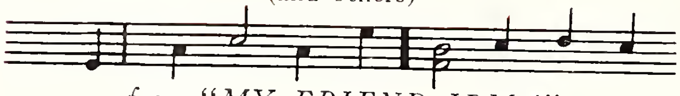
"Where Are You"

(and others)

from "RED, HOT AND BLUE"

"Just for Fun"

(and others)



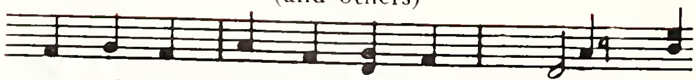
from "MY FRIEND IRMA"

"Song of Surrender"

from "SONG OF SURRENDER"

"Top O' The Morning"

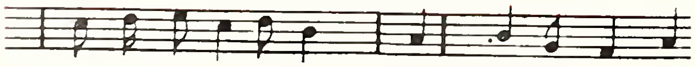
(and others)



from "TOP O' THE MORNING"

"A Thousand Violins"

(and others)

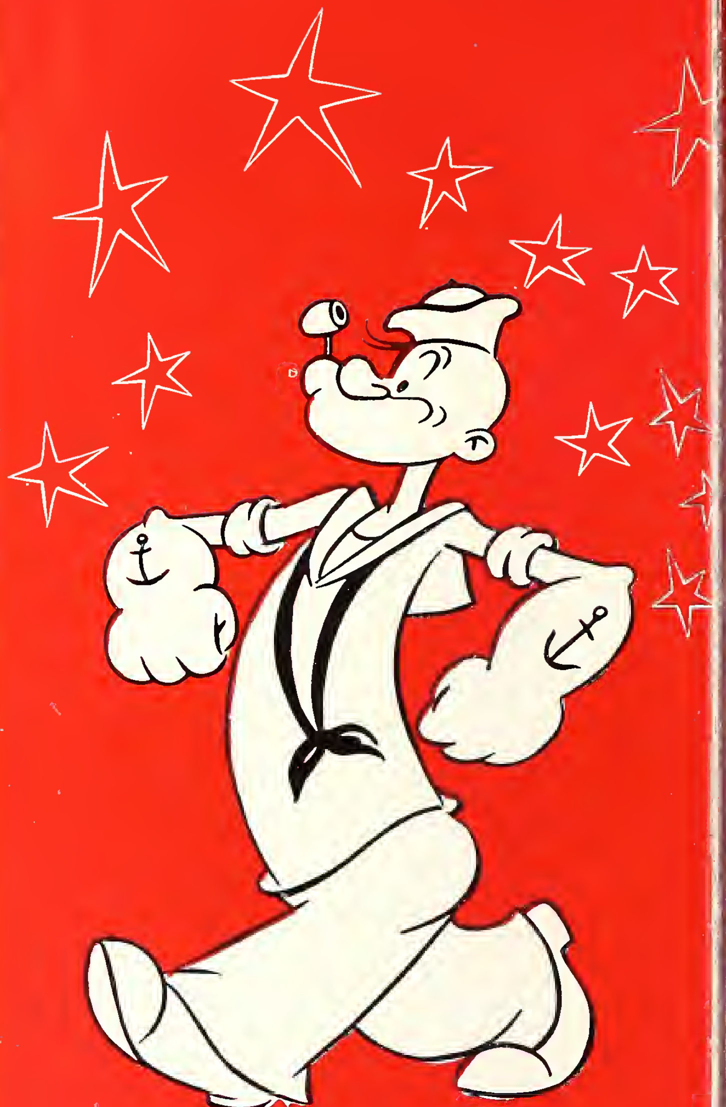


from "THE GREAT LOVER"

"My Love Loves Me"

from "THE HEIRESS"

Make Room On That Marquee for Paramount's Ticket-Selling Songs!



Copyright 1949
by Paramount Pictures Inc

And Completing Your All-Star Show:

Paramount Shorts

now gives you a new boxoffice service that builds your *whole* program, coordinating all these great feature pictures with 52 of the finest quality shorts and 104 issues of Paramount News. You'll take pride in saying of every picture on every bill:

"IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!"

PRINTED IN U.S.A.

Heavy Promotion for WB's 'Jones Beach'

Virginia Mayo, Warner star, will be honor guest at a two-day "Girl from Jones Beach" celebration sponsored by Long Island's South Shore Business Council, beginning tomorrow.

The program has been arranged by the Council to mark Long Island's first world premiere celebration when Warner's "The Girl from Jones Beach" opens simultaneously at the Fantasy, Rockville Center, and the Grove, Freeport, on Wednesday. Miss Mayo will be guest at a luncheon sponsored by the Council tomorrow at Jones Beach State Park. Miss Mayo will next preside over a water ballet and will then lead a motor cavalcade featuring 30 floats through nearby villages. Among other events, the star will appear on Wednesday evening at the Fantasy and Grove theatres to present awards to winners of a "Girl from Jones Beach" photography contest.

Haines Presides at Warner Coast Meet

SAN FRANCISCO, July 10.—Roy Haines, Warner Brothers' Western division sales manager, will preside over a two-day meeting of the company's West Coast district beginning tomorrow at the Hotel Mark Hopkins here. In addition to salesmen, the following will attend: Henry M. Herbel, district manager, and branch managers Earl A. Bell, Denver; Fred Greenberg, Los Angeles; Al Oxtoby, Portland; William F. Gordon, San Francisco; Vete Stewart, Seattle.

Merchandising plans for forthcoming Warner product and plans for the company's sales drive will highlight the discussions.

3 New Drive-Ins in Buffalo Territory

BUFFALO, July 10.—Louis Drew, who operates the Delaware Drive-in, will open a new outdoor theatre tomorrow just outside of Olean, N. Y. It will accommodate 750 cars.

Irving Cohen of Rochester, who operates the Plaza Theatre in Corning, is about ready to open his new drive-in at Van Beuren Point, near Dunkirk.

Art Peters has been appointed manager of the new drive-in theatre which G. Murphy will soon open near Bath.

No Probe of Ticket Prices Is Asked

City Councilman Eugene Connolly, who announced last week that he would introduce a resolution in the Council calling upon the Commissioner of Investigations to make a study of alleged overcharges for New York motion picture theatre tickets, failed to follow through. The City Council met Thursday night without the resolution on its agenda and it was not introduced by Connolly subsequently.

Rhoden, Siegel to Confer

HOLLYWOOD, July 10.—Elmer Rhoden, Jr., head booker and buyer of the Commonwealth Circuit, Kansas City, will arrive here tomorrow for conferences with Norman Siegel, Paramount studio publicity-advertising director, on promotion plans for the company's coming releases.

Drive-In Operators Organize in Ohio

COLUMBUS, July 10.—At a meeting at the local Variety Club, drive-in theatre owners formed an Ohio association of drive-ins, setting a meeting here for Wednesday to elect officers and complete details of the organization's program. They have also decided to actively oppose Senate Bill No. 353, which has passed the Senate. The bill proposes a three per cent admission tax for townships, and gives the latter their first right to impose such a tax.

As the first step in an all-out effort to oppose the tax, trailers were ordered for immediate delivery to every drive-in located in a township area in Ohio, and exhibitors were urged by telegram to run the trailers steadily and also to urge patrons to contact their state representatives to oppose the measure.

A committee, composed of Ethel Miles, Columbus, chairman; Horace Adams, Cleveland; Horace Shock, Lima; Frank Nolan, Athens; George Kaler, Delaware, and Nat Kaplan, Cincinnati, was instructed to undertake the tax opposition program.

Huffman Retirement Brings Promotions

DENVER, July 10.—Harry Huffman, city manager for Fox Intermountain Theatres for the past 12 years, following the merger of his theaters with those of Fox, is retiring from exhibition so he can spend more time in radio and television. He is president of the Aladdin Radio and Television Corp., which recently bought KLZ, Denver. In the theatre business for 37 years, Huffman entered in the Bideawee, which he installed next to his drug store in the hope it would pep up that business.

Hall Baetz is being moved from the managership of the Utah-Idaho-Montana division of Fox Intermountain, at Salt Lake City, to fill the Huffman job; Jack McGee, city manager at Cheyenne, goes to the Baetz job; Thomas Brennan, Laramie, city manager, goes to Cheyenne; Robert Bothwell, Aladdin manager at Denver, goes to Laramie; Robert Lotito, of the Rialto, moves to the Aladdin; Gene Manzaneres, associate booker in Salt Lake City, gets the Rialto managership; William Dollison, Northern district booker, is made booker at Salt Lake City; William Agren, Denver booker, moves into the Northern district booking job; Si Sanders, booker at Salt Lake City, moves to Denver to book for the Southern district, to succeed Irene Cescolini, who goes to Cheyenne as Brennan's assistant.

Spafford to Produce

Robert B. Spafford of RKO Pathe's commercial film and television department, has resigned to form an independent organization for the production of a series of television films in New York this summer, to be followed by the first of a series of features to be produced in Florida.

New O. A. Lam Drive-In

ROME, Ga., July 10.—O. C. Lam's new $250,000 drive-in and playground opened here this week. It can accommodate 500-cars and has seats for walk-in patrons.

TOA Trailer Proposal

(*Continued from page 1*)

mount, wrote Sullivan that, "We are heartily in favor of the utilization of television trailers to advertise feature pictures. This is a natural medium for our purpose, provided the quality of the trailers does full justice to our product and the motion picture medium.

"We have been working for some time on the development of such trailers. As you know, one of the principal obstacles has been the action taken by the musicians' union in banning the use of recorded music for such purposes."

Charles Einfeld, vice-president in charge of advertising, wrote Sullivan that his company, too, has been giving considerable consideration to this problem and has come to the conclusion that the television medium will require specially-designed trailers.

"The findings and recommendations which your letter contained will be most helpful in the experimentations which we are presently conducting," said Einfeld.

Press Likes 'Brave' In Dallas, Houston

DALLAS, July 10.—United Artists' "Home of the Brave" is not only playing in Dallas and Houston without racial repercussions but threatens to run up the year's box-office record in the Majestic Theatres of both cities.

The week's run is still too young to establish the strength of the picture for a long run, but opening day, Thursday, and the weekend brought business at near-capacity level. The Majestic in Dallas has a balcony reserved for Negroes while Houston has none but opened the entire house Thursday for a colored midnight show.

Interstate officials predict the picture will gross between $18,500 and $20,000 in both locations at a 60-cent top in houses of almost identical capacity, 2,500.

Press reception was favorable in both cities. The *Dallas News* said the picture did not flatter "either race," charging the whites with thoughtlessness and occasional bigotry and admonishing the Negroes "to develop inner certainty."

Neither the Interstate circuit, which booked the picture experimentally for its initial Southern runs, nor the press has heard complaints of unfairness or inflammatory treatment.

The *Dallas Express,* Negro weekly, commented editorially on the picture's fairness and the delicacy with which the subject was handled.

The *Dallas News* praised the picture for making its points dramatically rather than rhetorically, saying it is "first-rate theatre" calculated to interest the audience whether it likes the subject or not.

4 Drive-Ins Open in Minneapolis Area

MINNEAPOLIS, July 10.—Four more drive-ins have opened in the Minneapolis film zone, including the previously reported Friedman Brothers' stand at Albert Lea, Minn., which had been held up due to failure of equipment to arrive on schedule, and Pete Karalis' Mankato outdoor theatre. The others are the Frank and Woempner project at Owatonna, Minn., and John Ludwig's Lake Road drive-in at Jamestown, N. D.

FTC Commissioner Hits Ad-Film Deals

WASHINGTON, July 10.—A Federal Trade Commission trial examiner has recommended that four advertising film companies be ordered to stop entering into exclusive screening contracts with exhibitors for any period over a year. The companies are expected to appeal to the full FTC.

The companies, which both produce and distribute advertising films, are Ray-Bell Films, Inc., St. Paul; Alexander Film Co., Colorado Springs; United Film Ad Service, Inc., Kansas City, and Motion Picture Advertising Service Co., New Orleans.

In May, 1947, the FTC charged the four companies with violating the anti-trust laws by entering into long-term screening contracts with exhibitors for the privilege of exhibiting advertising films on their screens. Such contracts, the FTC said, unreasonably restrained trade. The four companies denied the charges, and extensive hearings were held throughout the country.

Trial Examiner Earl J. Kolb found that while exclusive contracts for periods up to one year were not in undue restraint of trade, contracts for longer periods should be prohibited as constituting an unreasonable restriction on competition.

Kolb cited testimony by competing distributors and producers that the exclusive contracts cut them off from a substantial market. The fact that the agreements may be beneficial to the four firms in building up their business, or that they may be preferred by the theatres themselves "is not material where the effect of such agreements is to restrain and restrict competition," he said.

IATSE Studio Locals

(*Continued from page 1*)

shop policy which was outlawed by Taft-Hartley law, but these negotiations need not necessarily be completed by August 10.

Changes sought in wage levels, which would be retroactive to January 1, 1948, are adjustment to the cost-of-living index, which Brewer said is now up about 11 per cent from that date. The pension plan submitted to employers provides for the latter to set aside four per cent of employees' earnings, to be matched by a similar amount from the employer, to be placed in a pension fund which would be administered in a manner mutually agreed upon.

Grosses Still Up at New York 1st-Runs

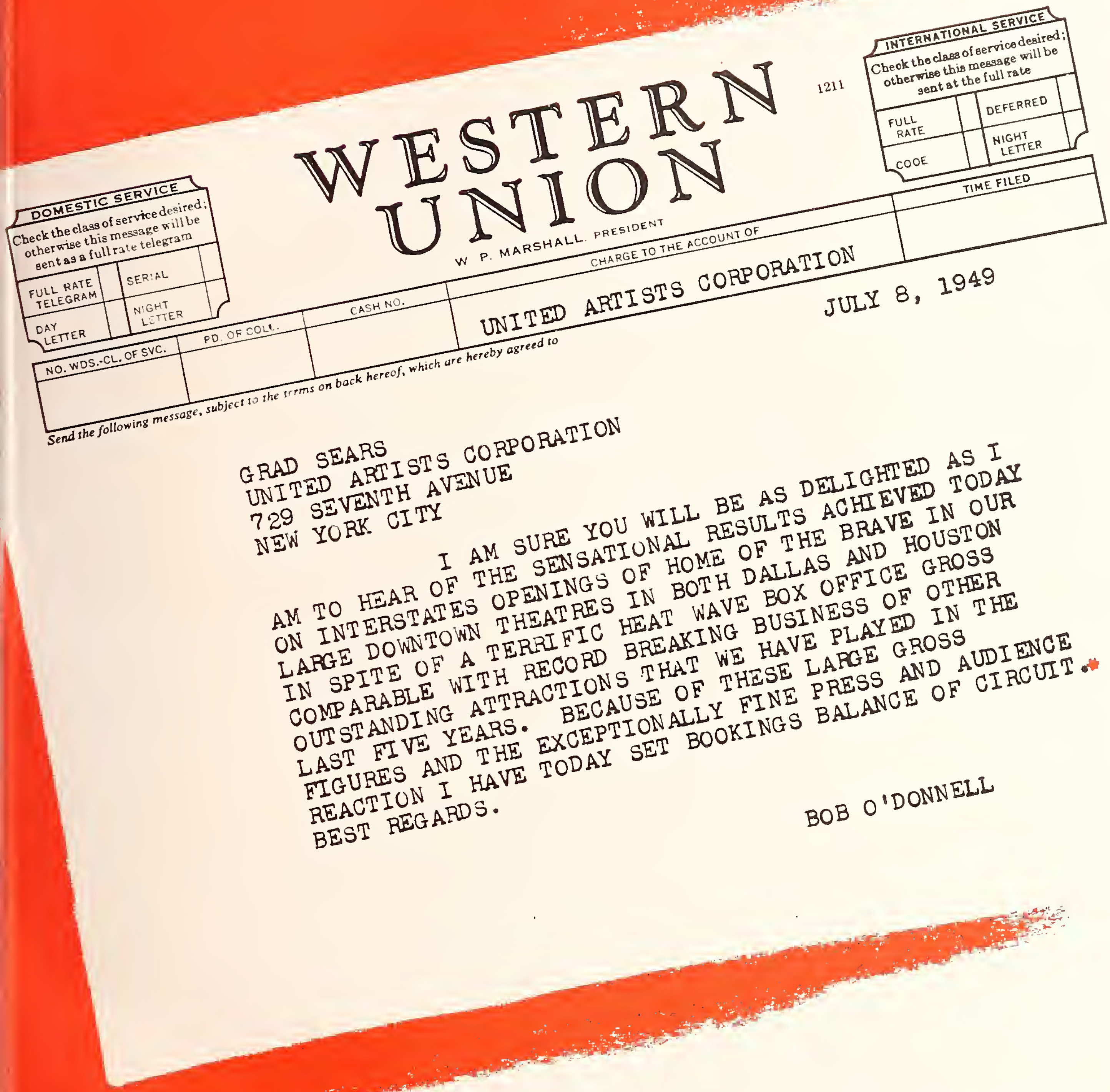
The business improvement which most New York first-runs enjoyed over the July 4th weekend, particularly at stage show houses, continued through a good part of last week. Radio City Music Hall, with "Look for the Silver Lining," drew about $22,000 on Thursday, when the third week of the run began, as compared with $19,000 on the opening day. "Sorrowful Jones" at the Paramount, "House of Strangers" at the Roxy and the Capitol's "Any Number Can Play" were among the other big ones.

SOUTH!

DALLAS
HOUSTON

"HOME OF THE BRAVE"

MATCHES ANY BOXOFFICE RECORDS OF LAST FIVE YEARS!



WESTERN UNION

W. P. MARSHALL, PRESIDENT

1211

DOMESTIC SERVICE

Check the class of service desired; otherwise this message will be sent as a full rate telegram

FULL RATE TELEGRAM ☐	SERIAL ☐
DAY LETTER ☐	NIGHT LETTER ☐

INTERNATIONAL SERVICE

Check the class of service desired; otherwise this message will be sent at the full rate

FULL RATE ☐	DEFERRED ☐
CODE ☐	NIGHT LETTER ☐

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
			UNITED ARTISTS CORPORATION	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

JULY 8, 1949

GRAD SEARS
UNITED ARTISTS CORPORATION
729 SEVENTH AVENUE
NEW YORK CITY

I AM SURE YOU WILL BE AS DELIGHTED AS I AM TO HEAR OF THE SENSATIONAL RESULTS ACHIEVED TODAY ON INTERSTATES OPENINGS OF HOME OF THE BRAVE IN OUR LARGE DOWNTOWN THEATRES IN BOTH DALLAS AND HOUSTON IN SPITE OF A TERRIFIC HEAT WAVE BOX OFFICE GROSS COMPARABLE WITH RECORD BREAKING BUSINESS OF OTHER OUTSTANDING ATTRACTIONS THAT WE HAVE PLAYED IN THE LAST FIVE YEARS. BECAUSE OF THESE LARGE GROSS FIGURES AND THE EXCEPTIONALLY FINE PRESS AND AUDIENCE REACTION I HAVE TODAY SET BOOKINGS BALANCE OF CIRCUIT.* BEST REGARDS.

BOB O'DONNELL

*That is, Son - ABILENE, AMARILLO, ARLINGTON, AUSTIN, BRECKENRIDGE, BROWNSVILLE, BROWNWOOD, CORSICANA, DENISON, DENTON, DONNA, EASTLAND, EL PASO, FORT WORTH, GALVESTON, HARLINGEN, MCALLEN, MERCEDES, PARIS, SAN ANTONIO, SAN MARCOS, TEMPLE, TYLER, VERNON, WACO, WELESCO AND WICHITA FALLS.

They're booking it thru **UA!**

Small, E-L Deal

(*Continued from page* 1)

negotiations. Prior to that meeting, Robert R. Young, head of Pathe Industries, the E-L parent company, had indicated to associates that the terms of the deal prepared in Hollywood the previous week were not acceptable and indicated little disposition to go ahead with negotiations.

For his part, Small professed little concern over whether a deal was consummated or not and had indicated that he regarded the proposals as final.

Met Thursday Night

Serge Semenenko of the First National Bank of Boston, which has financed E-L, through Pathe Industries, and who with Robert Purcell, Young's representative in the latter company, negotiated the deal with Small in Hollywood, brought Small and Young together in the initial meeting here Thursday night. The atmosphere was cleared sufficiently then to permit resumption of the negotiations on Friday, when substantial and near-conclusive progress was made.

It could not be learned whether either or both sides have agreed to a compromise or even whether the basis of the deal set up in Hollywood will be changed at all. Under those proposals Small was to obtain 51 per cent of E-L's stock, which he would be authorized to vote immediately, while exercising an option to buy the shares outright on a deferred payment arrangement.

Small was to put $500,000 into E-L's treasury and was to turn over story and other production assets valued at another $500,000. Semenenko was to cause between $2,000,000 and $3,000,000 to be made available to E-L. Pathe Industries would continue as guarantor of E-L's obligations, variously estimated at $7,500,000 to $10,000,000, the bulk of which is owed to the First National Bank of Boston.

Would Be President

Small presumably would become president of E-L. replacing Arthur Krim, who resigned two months ago but who agreed to remain available to the company until a successor was elected. Small would assume charge of E-L production and would have distribution authority also. However, he is known to be well pleased with the E-L sales organization and with William J. Heineman, general sales manager, and L. Jack Schlaifer, assistant. No changes in that department are contemplated. Small reportedly has eight production properties which can be started within 60 days and has several independent producers lined up ready to swell E-L's product line-up.

Delay FCC Allocations

WASHINGTON, July 10.—The Federal Communications Commission is expected to issue early this week—possibly tomorrow—its new television allocation plan, which was due to be announced on Friday, but was delayed.

SPG Calls Meeting

The Eastern Screen Publicists Guild has called an emergency membership meeting for tomorrow night for the purpose of "taking appropriate action to force a satisfactory (contract) agreement with the companies."

Partmar Decision To the High Court

WASHINGTON, July 10.—Partmar Corp.'s plea to intervene in the Paramount consent judgment proceedings finally reached the Supreme Court on Friday.

Partmar, which seeks to have a provision inserted in the decree protecting its rights in the Paramount Theatre in Los Angeles, served notice it was appealing to the high court immediately after the District Court refused it permission to intervene in the consent decree proceedings. However, difficulties in getting the record prepared delayed the actual arrival of the appeal papers at the High Court.

Partmar is the second party asking the high court to order the District Court to allow intervenors in the consent decree. Harry Norman Ball, owner of the Penn Theatre in Ambridge, Pa., has already filed his appeal with the high court. The Justice Department is opposing both intervention petitions. No action will be taken on either petition until October, when the court returns from its summer recess.

Demands Role

(*Continued from page* 1)

tors Film Co. prompted Cunningham to write the "frank and outspoken" letter to distributors, he said.

"I have been looking for this to happen for many years," Cunningham said, "and the only reason it is happening is because producers have utterly failed to keep production on a scale comparable to exhibition requirements nationally.

"One only has to review the past 10 years to see the devastating cycles that permitted one after another of the same type of picture to be produced over periods of two or three years."

A committee such as he proposes would prevent these cycles, Cunningham said, and would have prevented many "box-office atrocities" from reaching the screen. Most important, it would provide the mass public with the kind of pictures they want to buy for their entertainment.

"The net result of my 30 some years in this business is that practically *all* of my problems can be solved with good *saleable* motion pictures, and with absolutely nothing else. I am convinced that we cannot, and will not, reach that glorious state until exhibition brains are included with distribution and production brains in the manufacture of our product.

Miss. T. O. Meet

(*Continued from page* 1)

morrow and Wednesday. Among the speakers scheduled to address the meeting are Abram F. Myers, Allied States chairman and general counsel; M. L. Simons of the M-G-M exhibitor community relations department; W. L. Ainsworth, Allied president, and Trueman Rembusch, Allied treasurer.

The Mississippi organization is not affiliated with either the Theatre Owners of America or Allied States, although it is a member of the Tri-States MPTO, which is affiliated with the TOA. Pursuing a neutral course, it alternates invitations to Allied and TOA officials, with the latter's turn coming up again next year. W. A. Prewitt, head of Gulf States Allied, is a member of the Mississippi organization.

Reverses Alger

(*Continued from page* 1)

motion for a separate trial. The Alger ruling had been cited by defendant exhibitor counsel in both the West Virginia and Wisconsin cases, but each court made a contrary ruling.

These later decisions in favor of the distributors follow the earlier decision in the Roth case in Pittsburgh in 1945, where Federal Court likewise granted distributors an audit of theatre records, and refused to hold it up until the defense of alleged illegality could be tried.

In a written opinion handed down earlier this year in the same fifteen West Virginia cases, Judge Moore had denied the exhibitors' motion to dismiss the cases for lack of Federal jurisdiction, at the same time deferring distributors' then pending motion for an audit for later consideration, "until such time as it may appear that plaintiffs have a right to proceed with their actions." This came in the hearing at Bluefield when the question of an advance separate trial and the distributors' right to proceed with the audit was argued most of the court day, at the conclusion of which Judge Moore denied the exhibitor motion and granted the previously deferred distributor motion.

Edward A. Sargoy of Sargoy and Stein, New York, argued for the distributors. Appearing with him for the distributors were Evans L. De Camp of the Cincinnati law firm of Paxton and Seasongood, and Luther G. Scott, attorney in Bluefield. Joseph M. Sanders of the Bluefield law firm of Sanders and Smoot, and B. F. Howard, attorney of Welch, W. Va., argued for the exhibitors.

Paramount Newsreel

(*Continued from page* 1)

with a few such subjects as the recent features on housing and the Ku Klux Klan. But from now on in Paramount News will constantly increase the production of interpretive digests, it was said.

Announcement was made by Morgan at a home office conference at which Russell Holman, Eastern production chief, and A. J. Richard, editor-in-chief of Paramount News, also participated.

Television was a factor in deciding on the new policy, Morgan said, but was far from being wholly responsible. Holman added that the feature idea was thought about before the war but had to be dropped at that time because of the huge volume of war clips which took precedence over other matter.

Paramount's idea is to send feature film stories, dealing with all timely subjects and not excluding controversial material, either along with spot matter in the same reel, or letting the feature run the entire length of the reel in the absence of pressing spot coverage.

Sen. Johnson Asks

(*Continued from page* 1)

tive of the Motion Picture Association of America, told the joint meeting which was held at the Waldorf-Astoria, of the tax-cutting efforts of the film business. Presumably it was through the MPAA that Sen. Johnson's newsreel appearance was arranged.

The purpose of the session was to correlate activities of the various interested industries in pressing for the tax reduction, or possible elimination.

20th-Fox Asks 60

(*Continued from page* 1)

beyond the discussion of merchandising plans for 20th Century-Fox pictures, and will deal with the broad industry problems of public relations, advertising media, large-screen television and related subjects.

"The event should bring together the leading lights of industry showmanship and result in auspicious exploitation undertakings which will have a marked effect as the new season gets underway in September," said a 20th Century-Fox statement.

The delegates are being asked to bring with them analyses of local situations, latest figures on theatre attendance, on media circulation, local entertainment trends and audience viewpoints. "This information will play an important part in the final plans arrived at determining 20th Century-Fox's merchandising policy for the future," it was said.

Four-Fold Purpose

The company's purpose in calling the meeting is four-fold:

1. To implement its established policy of cooperation between exhibitor and distributor.

2. To discuss merchandising plans for 20th Century-Fox pictures.

3. To utilize the ideas arising from the conference in preparing practical and potent campaigns for all exhibitors.

4. To exchange ideas on general industry problems affecting both exhibition and distribution.

The sessions will also be addressed by vice-presidents Al Lichtman and A. W. Smith, Jr. The ad chiefs will also hear talks from leading national and industry figures. Among those invited to the meeting are:

Vic Gauntlett, Hamrick-Evergreen, Seattle; Russ Brown, Hamrick-Evergreen, Portland; Fay Reeder, Fox West Coast, San Francisco; Herman Kersken, Fox West Coast, Oakland; Helen Garrity, Inter-Mountain; Bernie Hynes, Denver Theatre, Denver; Ev Seibel, Minnesota Amusement Co.; Russ Fraser, Tri-States; Dorothy Day, Central States; Senn Lawler, Fox Midwest; Frank Starz, Interstate; Bob Johnston, Fanchon and Marco; Maurice Barr, Paramount-Richard; Paul Levi, American Theatres.

Wide Representation

Also: H. Brunner, Fox Wisconsin; William K. Hollander, Balaban and Katz; Norman Kassel, Essaness; Bette Smith, Fox Theatre, Detroit; Ollie Brooks, Butterfield; Knox Strachan, Warners, Cleveland; Max Mink, RKO Theatres, Cleveland; Nat Weiss, RKO, Cincinnati; Ken Hoel, Harris Amusement; Charles Taylor, Great Lakes Theatre, Buffalo; Ed Meade, Buffalo Theatre, Buffalo; Seymour Morris, Schine Circuit; Gerry Atkins, Warners, Albany.

Also: Seymour Peiser, Fox West Coast, Los Angeles; Alex Sayles, Fabian Theatres, Albany; Harry Browning, New England Theatres; Jack Saef, Metropolitan Theatre, Boston; Red King, RKO Memorial Theatre, Boston; John Carroll, Fay's Majestic Theatre, Providence; Lou Brown, Loew's Poli Circuit, New Haven; Harry Freeman, Fox Theatre, Philadelphia; Tom Read, Lucas and Jenkins; E. E. Whittaker, Georgia Theatres.

Also: Howard Pettingill, Florida State Theatres; Dan Wilkinson, Neighborhood Theatres, Richmond; Jim Nairn, Famous Players Canadian; Tom Cleary, Consolidated Theatres, Ltd.; Sonny Shepherd, Wometco; Roger E. Rice, Griffith Theatres; Emmet Rogers, Tivoli Theatre, Chattanooga; Emil Bernstecker, Paramount Theatre, Knoxville; Alice Gorham, United Detroit Theatres; Everett Callow, Warners, Philadelphia.

Greeks Honor Basil

BUFFALO, July 10.—Constantine J. Basil has been presented with a valuable plate by Demetrios S. Voyatzis, member of the Greek Parliament, who is visiting Mr. Basil and his brother Theophilos of Basil Theatres. The plate was presented to Basil in recognition of his aid to Greek relief.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
June 19		(June Releases) DUEL IN THE SUN (Color) Jennifer Jones Gregory Peck D-131 min. (Rev. 12/31/48)	NEPTUNE'S DAUGHTER (Color) Esther Williams Red Skelton C-93 min. (927) (Rev. 5/18/49)				(Re-release) TARZAN TRIUMPHS Johnny Weismuller D-76 min. (Rev. 1/20/43)	(June Releases) BEAUTIFUL BLONDE FROM BASHFUL BEND (Color) Betty Grable Cesar Romero M-77 min. (916) (Rev. 5/26/49)	DARING CABALLERO Duncan Renaldo D	(June Releases) ONE WOMAN'S STORY Ann Todd Claude Rains D-87 min. (Rev. 5/23/49)	
June 26	THE SECRET OF ST. IVES Richard Ney Vanessa Brown D-76 min.	THE PARADINE CASE Gregory Peck Ann Todd D-117 min. (Rev. 12/30/47)	(Re-release) WIZARD OF OZ (Color) Judy Garland Ray Bolger D-101 min. (928) (Rev. 8/10/39)	(Allied Artists) MASSACRE RIVER Guy Madison Rory Calhouun O-78 min. (AA9) (Rev. 4/7/49) HOLD THAT BABY Leo Gorcey C-65 min. (4817)		HELLFIRE (Color) William Elliott Marie Windsor D-90 min. (811) (Rev. 6/20/49)	(Re-release) TARZAN'S DESERT MYSTERY Johnny Weissmuller D-70 min. (Rev. 12/8/43)	IT HAPPENS EVERY SPRING Ray Milland Paul Douglas D-87 min. (917) (Rev. 5/5/49)		ILLEGAL ENTRY Howard Duff Marta Toren D-84 min. (698) (Rev. 6/9/49)	THE FOUNTAINHEAD Gary Cooper Patricia Neal D-114 min. (827) (Rev. 6/23/49)
July 3	THE DOOLINS OF OKLAHOMA Randolph Scott George Macready D-90 min. (Rev. 6/6/49) THE BLAZING TRAIL Charles Starrett O	MR. BLANDINGS BUILDS HIS DREAM HOUSE Cary Grant Myrna Loy D-96 min. (Rev. 3/25/48)	THE STRATTON STORY James Stewart June Allyson D-106 min. (929) (Rev. 4/20/49)		SORROWFUL JONES Bob Hope Lucille Ball C-88 min. (4818) (Rev. 4/12/49)		ROUGHSHOD Robert Sterling Gloria Grahame D-88 min. (926) (Rev. 5/13/49)	FORBIDDEN STREET Dana Andrews Maureen O'Hara D-91 min. (904) (Rev. 5/6/49)	TOO LATE FOR TEARS Lizabeth Scott Don DeFore D-99 min. (Rev. 4/8/49)	TAKE ONE FALSE STEP William Powell Shelley Winters D-94 min. (696) (Rev. 6/6/49)	
July 10	KAZAN Stephen Dunne D-65 min. (Rev. 6/20/49)	SLEEPING CAR TO TRIESTE Jean Kent D-95 min. (Rev. 4/15/49)	ANY NUMBER CAN PLAY Clark Gable Alexis Smith D-112 min. (Rev. 6/3/49)	BRAND OF FEAR Jimmy Wakely O-56 min.		THE WYOMING BANDIT Allan Rocky Lane O-60 min. (866)	THE BIG STEAL Robert Mitchum Jane Greer D-71 min. (001) (Rev. 6/16/49)				THE GIRL FROM JONES BEACH Ronald Reagan Virginia Mayo C-78 min. (828) (Rev. 6/22/49)
July 17	LAW OF THE BARBARY COAST Gloria Henry Stephen Dunne D-65 min. RIM OF THE CANYON Gene Autry O-70 min.	ALIMONY John Beal D-72 (Rev. 6/17/49) A CANTERBURY TALE Eric Portman D-93 min. (Rev. 1/28/49)		FORGOTTEN WOMEN Elyse Knox Robert Shayne D-65 min. (Rev. 7/6/49)	SPECIAL AGENT William Eythe Laura Elliot D-70 min. (4819) (Rev. 5/5/49)		MIGHTY JOE YOUNG Ben Johnson Terry Moore D-94 min. (061) (Rev. 5/31/49)	(July Releases) WILL JAMES' SAND (Color) Mark Stevens Coleen Gray D-77 min. (918) (Rev. 4/29/49)	GREAT DAN PATCH Dennis O'Keefe Gail Russell D-95 min.	(July Releases) CALAMITY JANE AND SAM BASS (Color) Yvonne De Carlo Howard Duff D-85 min. (699) (Rev. 6/7/49)	
July 24		DON'T TAKE IT TO HEART Richard Greene D-90 min. (Rev. 2/3/49)		SHADOWS OF THE WEST Whip Wilson O-59 min.		FLAMING FURY Roy Roberts D-60 min. (812) (Rev. 7/6/49)		HOUSE OF STRANGERS Edward G. Robinson Susan Hayward D-101 min. (919) (Rev. 6/15/49)		JOHNNY STOOL PIGEON Howard Duff Shelley Winters Dan Duryea D	LOOK FOR THE SILVER LINING (Color) June Haver Ray Bolger M-106 min. (829) (Rev. 6/23/49)
July 31		(July Releases)	THE GREAT SINNER Gregory Peck Ava Gardner D-110 min. (923) (Rev. 6/30/49)	TRAIL OF THE YUKON Kirby Grant O	THE GREAT GATSBY Alan Ladd Betty Field D-90 min. (4820) (Rev. 5/3/49)		FOLLOW ME QUIETLY Wm. Lundigan Dorothy Patrick D-59 min.			WOMAN HATER Stewart Granger Edwige Feuillere D	ONE LAST FLING Alexis Smith Zachary Scott C-64 min. (Rev. 7/6/49)
Aug. 7	THE LONE WOLF AND HIS LADY Ron Randell June Vincent D-60 min. (Rev. 4/29/49)	PORTRAIT OF JENNIE Jennifer Jones Joseph Cotten D-94 min. (Rev. 12/24/48)		RANGE JUSTICE Johnny Mack Brown O			THE OUTLAW Jane Russell Walter Huston D-114 min. (Rev. 3/18/46)				THE HASTY HEART Richard Todd Patricia Neal D
Aug. 14	ANNA LUCASTA Paulette Goddard Oscar Homolka Broderick Crawford (Rev. 7/7/49)	(Re-release) REBECCA Joan Fontaine Laurence Oliver D-133 min. (Rev. 3/27/40)	MADAME BOVARY Jennifer Jones Louis Jourdan D-106 min. (931)	JOE PALOOKA IN THE COUNTER PUNCH Joe Kirkwood D				(Aug. Releases) SLATTERY'S HURRICANE Linda Darnell Richard Widmark D	BLACK MAGIC Orson Welles Nancy Guild D-103		IT'S A GREAT FEELING Dennis Morgan Jack Carson C
Aug. 21	AIR HOSTESS Gloria Henry Ross Ford D	MR. PERRIN AND MR. TRAILL David Farrar D-91 min. (Rev. 12/23/48) MY BROTHER'S KEEPER Jack Warner Jane Hylton D-96 min. (Rev. 2/14/49)	SCENE OF THE CRIME Van Johnson Gloria De Haven D-95 min. (Rev. 6/24/49)	HAUNTED TRAILS O			ROSEANNA McCOY Joan Evans Farley Granger D-140 min.	YOU'RE MY EVERYTHING (Color) Dan Dailey Anne Baxter M-94 min. (920) (Rev. 7/6/49)	LOVE HAPPY Marx Brothers Vera-Ellen C		BACKFIRE Dane Clark Virginia Mayo D
Aug. 28	SOUTH OF DEATH VALLEY Charles Starrett O	BLACK SHADOWS (Documentary)		(Allied Artists) STAMPEDE Gale Storm Rod Cameron O-78 min. (Rev. 5/6/49) JACKPOT JITTERS Joe Yule D	TOP O' THE MORNING Bing Crosby Barry Fitzgerald D						

SRO

PORTRAIT OF JENNIE
Jennifer Jones
Joseph Cotten
D—94 min.
(Rev. 12/24/48)
(Release: June)

FALLEN IDOL
Ralph Richardson
D
(Release Aug.)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D
(Release Sept.)

FILM CLASSICS

(Re-release)
WHITE SAVAGE
Maria Montez
D-70 min.
(Rev. 4/9/43)
(Release: July)

(Re-release)
COBRA WOMAN
Maria Montez
D-76 min.
(Rev. 4/24/44)
(Release: July)

NOT WANTED
Sally Forrest
D-94 min.
(Rev. 6/23/49)
(Release: July)

LOST BOUNDARIES
Beatrice Pearson
Mel Ferrer
D-97 min.
(Rev 6/27/49)
(Release: 8/5)

SCREEN GUILD

ARSON, INC.
Robt. Lowery
D-65 min.
(Rev. 5/9/49)
(Release: 6/24)

RINGSIDE
Don Barry
D-
(Release: 7/14)

SKYLINER
Richard Travis
D-
(Release: 7/28)

CALL OF THE FOREST
D
(Release: 7/30)

GRAND CANYON
Richard Arlen
D-
(Release: 8/12)

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

...and we repeat
KEEP POSTING
KEEP POSTING!
Keep Posting!
SHOWMANSHIP
KEEP POSTING!
KEEP POSTING
Keep Posting
KEEP POSTING!
Randolph Scott CANADIAN
DAVID NIVEN JANE WYMAN "KISS IN THE DARK"
KEEP POSTING
KEEP POSTING
Keep Posting!
Eye-Stopping 24 SHEETS
NOW Available
A Letter to Three Wives
KEEP POSTING
Mr. Belvedere Goes to College
NATIONAL Screen SERVICE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66, NO. 7 NEW YORK, U.S.A., TUESDAY, JULY 12, 1949 TEN CENTS

British Govt. Will Abide By Monetary Pact

Reassures MPAA That Remittances Continue

LONDON, July 11. — Government officials here have formally reassured the Motion Picture Association of America that despite Britain's increasingly serious economic plight there is no intention of disturbing the existing monetary agreement with the American motion picture industry, it was learned here today.

The official reassurance was welcomed by American industry representatives here who are aware that Sir Stafford Cripps, Chancellor of the Exchequer, is almost certain to announce further restrictions on imports for the nation on Thursday.

A cut in Britain's film imports now would have been inevitable had it not been for the existence of the remittance agreement negotiated in 1948 by Eric Johnston, MPAA president, and James A. Mulvey, representing the Society of Independent Motion Picture Producers, with the government.

The agreement which the govern-

(*Continued on page* 5)

London Expecting Visit By Johnston

LONDON, July 11.—Eric Johnston, Motion Picture Association of America president, is expected here early in August, accompanying Paul Hoffman of the ECA on a tour of European Marshall Aid countries.

John G. McCarthy, MPAA international department head, during his recent three-day visit here prior to

(*Continued on page* 5)

Disabled 'Vets' Short Free to Exhibitors

A special trade press screening of the Disabled American Veterans short subject, "How Much Do You Owe?" was held at the Universal-International projection room here yesterday. Produced by the Association of Motion Picture Producers in Hollywood, the 10-minute subject's aim is to encourage and expand the employment

(*Continued on page* 4)

RKO Board Elects Howard Hughes to Chief Studio Post

HOLLYWOOD, July 11.—Howard Hughes, controlling stockholder of RKO, has become production chief of the company, and in this connection, Ned M. Depinet, president, issued the following statement today:

Howard Hughes

"I am very happy to announce that at a meeting of the board of directors today, Howard R. Hughes was elected to the newly-created post of managing director of production. Hughes has accepted the position. He will have general supervision of that

(*Continued on page* 4)

Para., Perry Disaffiliate

Paramount and Hunter Perry have dissolved their joint ownership of Dominion Theatres, Virginia, with Paramount taking over three of the 15 houses of the circuit and the remaining 12 to be acquired from Perry by Neighborhood Theatres, also in Virginia, and headed by Morton G.

(*Continued on page* 5)

Small Continues E-L Meetings with Young

Edward Small continued his meetings here yesterday with Robert R. Young on the proposals by which Small would become executive head of Eagle-Lion, with a favorable outcome still expected.

Additional meetings will be required, however, with indications still pointing to conclusion of the negotiations either late today or tomorrow.

E. W. Fredman, U.K. Trade Editor, Dies

LONDON, July 11.—Ernest W. Fredman, managing editor of the *Daily Film Renter,* died suddenly at his home in Hornchurch, Essex, this morning. He was 65 years old.

E. W. Fredman

Fredman had been editor of the *Daily Film Renter* since the inception of the British trade daily in 1927. Prior to that the publication had been known as the *Weekly Film Renter.* After a number of years as editor he became managing editor of the

(*Continued on page* 5)

42 New Video Channels In Ultra-High Frequency

WASHINGTON, July 11.—The Federal Communications Commission today announced plans for adding 42 ultra high frequency television channels to the existing 12 high frequency channels.

The Commission said that the proposed allocations would make possible 2,245 TV stations in 1,400 cities and communities, plus an undisclosed number of rural stations for which no special allocations were proposed.

Comments on the FCC proposal are to be submitted by August 8, arguments in opposition by August 19 and a final hearing is scheduled before the full commission on August 29. Commission action making final revised allocations will probably not be

(*Continued on page* 5)

High Italian Award To Harry M. Warner

Hollywood, July 11. — The Star of Italian Solidarity, highest decoration given a civilian by the Republic of Italy, was conferred upon Harry M. Warner today at ceremonies held at the Warner studios.

With Dr. Mario Profili, local Italian Consul, acting as conferring officer, the ceremony honored Warner for his services as national chairman of the Friendship Train.

Film Business In Big Push For Tax Slash

All Individuals Urged to Contact Congressmen

The most intensive drive both within and beyond the film industry to promote Congressional reduction of the 20 per cent Federal admission tax to the pre-war level of 10 per cent has gotten underway throughout the country.

Theatre circuits and individual houses, theatre organizations and other industry groups are all passing the word to employes, members, and others, of the advisability of making immediate contact with Senators and House Representatives to promote their support of tax-reduction measures now before both houses of Congress.

It was stressed in industry circles here that no single group or individual is at the head of the drive, that it is in no sense to be construed as an organized lobby, but rather represents the efforts of individuals.

Circuit operators are urging their district and house managers to communicate with Congressmen from their areas, either by telegram or, if there

(*Continued on page* 5)

Monogram Sharply Reduces Its Losses

HOLLYWOOD, July 11.—Steve Broidy, Monogram president, estimates that operations for the year ended July 2 would result in a net loss (before Federal tax provisions), of approximately $850,000, which compares with a loss of $978,000 for the year ended July 3, 1948. Estimated loss includes additional write-offs on high-budget

(*Continued on page* 4)

Showmanship Pays, Miss. T. O. Is Told

BILOXI, July 11.—Intensive merchandising efforts have sent Loew's box-office figures ahead of a year ago, M. L. Simons of M-G-M said today in urging exhibitors at the Mississippi Theatre Owners convention here to expend old-fashioned showmanship efforts to increase attendance.

Describing the drive for increased

(*Continued on page* 4)

Personal Mention

SOL A. SCHWARTZ, RKO Theatres general manager and vice-president, left here last night by plane for the Coast.

•

HOY L. RUSSELL, Millersburg, Ohio, exhibitor and attorney, who was recently appointed Probate Court judge of Holmes County, Ohio, was married last week to MRS. HELEN HALTER SMITH, president of the Akron Theatre Owners and owner of the Majestic Theatre, Akron.

•

LOTHAR WOLFF, assistant director of March of Time, and MRS. WOLFF, will leave here today for Paris, by Dutch Airlines KLM, flying by way of Amsterdam, to produce a series of shorts on results of the Marshall Plan in operation.

•

F. J. A. MCCARTHY, Universal-International Southern-Canadian division manager, will leave here today for New Orleans.

•

HENRY A. (HANK) LINET, Universal-International Eastern advertising manager, returned to New York yesterday from Chicago.

•

VINCENT R. MCFAUL, general manager of Shea Theatres at Buffalo, is in New York.

•

SAM WOOD, M-G-M director, will return to Hollywood this week from Gallup, N. M.

•

EDWARD MUHL, Universal contract department head, is in New York from the Coast.

•

R. M. (BOB) SAVINI, Astor Pictures president, has returned here from St. George, Utah.

•

NOBLE ARNOLD, city manager of North Carolina Theatres at Durham, N. C., is in New York from that city.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Philadelphia today from New York.

•

GAEL SULLIVAN, Theatre Owners of America executive director, has returned to New York from the Coast.

•

JAY EISENBERG, M-G-M attorney, is vacationing in upstate New York.

Campaign for 'Joe'

S. Barret McCormick, RKO Radio advertising manager, has assigned the DiAngelis Outdoor Advertising Co. to a billboard sniping campaign, starting yesterday, for the New York Criterion campaign of "Mighty Joe Young," which is scheduled to open on January 27.

Rank Film to Prestige

J. Arthur Rank's "The Girl in the Painting" will be released here by Universal-International as a Prestige Picture.

1st Cleveland Case Filed This Year

CLEVELAND, July 11.—In the first case to come before the local arbitration board this year, Herbert K. Hoglan, owner of the Genoan Theatre, Genoa, Ohio, claims that a 14-day clearance granted to the Limelight Theatre, Woodville, by 20th Century-Fox, RKO Radio, Loew's and Warners is unreasonable and detrimental to the dignity of his theatre and sought an irrespective run from the companies named. Genoa is approximately five miles from Woodville.

The complainant cited as a basis of his request that these distributors are currently granting an irrespective run to the Del Lu Theatre of Gibsonburg, which is also five miles from Woodville. On the stand the defendant distributors all claimed that in granting the 14-day clearance to Woodville over Genoa they were merely protecting an established account, a satisfied customer. The Limelight, Woodville, is owned and has been operated for the past 10 years by Paul Pontius. The Genoan opened in July, 1948. L. L. Marshall, attorney, was the arbitrator. Complainant was represented by Ben Gordon of Ulmer, Berne, Gordon and Glickman. Albert B. Lefton represented the intervenor, while Paul Pontius and C. F. Young of the 20th-Fox legal department, represented the defendant distributors.

BFPA to Name an Export Manager

LONDON, July 11.—The British Film Producers Association has decided to appoint an officer "capable of speaking for all members' export interests in Continental countries."

The decision follows BFPA's recent representations to the Board of Trade that it feels it is not getting all the help it might from Britain's ambassadors abroad. Harold Wilson replied that a number of ambassadors had suggested that the industry should appoint a man qualified to speak for for them. The new appointee will be stationed in Europe and will be supported by a special export department here.

Special NTFC Meeting

A special meeting of National Television Film Council officers, directors and advisory board has been called for today by Melvin Gold, NTFC president, to consider a plan to have NTFC act for TV film producers in a capacity similar to that of Ascap in its field. Under the proposal, made by Gold at a NTFC forum, the council would supply copyright and other protection for TV films assigned to it.

$13,262 for 'Brave'

In its first four days at the Majestic, Dallas, "Home of the Brave" grossed $13,262 and out-distanced "Red River" at $12,300, for the same period at the same theatre. At $3,194, the attraction ran slightly under the opening day of "Red River," which grossed $3,250 and not $1,250 as reported here yesterday in a typographical error.

Statewide Smoking Prohibition in Mass.

Boston, July 11.—Governor Paul A. Dever has signed an act authorizing the Board of Fire Prevention Regulations of the Department of Public Safety to draw up statewide rules prohibiting smoking in theatres. Up to now this has been a matter of local ordinance. It takes away such authority from cities and towns and places it in the hands of the state.

More stringent rules and regulations will be forthcoming.

Shooting 5, Editing 15 at M-G-M Studios

HOLLYWOOD, July 11.—In line with the stepped-up program developed at conferences between Louis B. Mayer, Dore Schary, production, executives, and Nicholas M. Schenck and William F. Rodgers, president and vice-presidents in charge of distribution, respectively, M-G-M has 15 pictures now being edited, nine in various stages of preparation and five before the cameras.

This marks one of the most intensive production schedules for the company in years, and emphasizes the desire of production and distribution executives to establish a three-a-month releasing schedule.

Filming now are the following: "On the Town," "Ambush," "Adam's Rib," "Nancy Goes to Rio," and "East Side, West Side."

In various stages of editing are: "Bodies and Souls," "Stars in My Crown," "Tension," "Madame Bovary," "Border Incident," "That Midnight Kiss," "The Forsyte Saga," "Challenge to Lassie," "Malaya," "Sidestreet," "Conspirator," "Battleground," 'Red Danube," and "Intruder in the Dust."

New Anti-Red Film Released by F.C.

Editing of Edward Leven's production "Red Bait" is in its final stages, and a print will be turned over shortly to Film Classics for distribution. The documentary-styled drama, which is an expose of the Communist spy ring in the U. S., was shot on location here, and its cast is composed of war veterans.

The film marks the first production effort of Leven's Transcontinental Productions. The company plans three more films by the end of the year. Featured in "Red Bait" are Keith Andes, Jack Lord and Rita Colton; Edward Montagne directed.

$1.06 Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here yesterday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable August 15 to stockholders of record on August 1.

Lipton Adds Four to Promotional Staffs

In line with accelerated promotion plans on forthcoming Universal-International releases, as recently formulated by David A. Lipton, U-I national advertising and publicity director, the addition of Maurice (Bucky) Harris and Paul Kamey to the staff of the Eastern exploitation and publicity departments and the engagement of Abe Bernstein and Lou Gerard to work on two special campaigns was announced here yesterday.

Harris, who has been added to the staff of the exploitation department under Charles Simonelli, has been doing special exploitation work for U-I for a past year. Kamey, who is joining the staff of the publicity department under Philip Gerard, was with M-G-M as a publicity writer for 12 years. Gerard has been engaged to work on promotion campaigns on "Yes Sir, That's My Baby," and Bernstein is being assigned to Eastern openings of "Johnny Stool Pigeon."

Gluckman in Loew Deal

Herman Gluckman, president of Nu-Screen, has closed a deal for installations of Glas-Screens with Loew's International Theatres. The first theatre outside of the United States to be equipped with Glas-Screen will be the Metro Theatre in San Juan, Puerto Rico.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
In Person
PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

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'SORROWFUL JONES' WINNER IN NATIONAL BOXOFFICE DERBY!"

—REPORTS VARIETY

'Hope's 'Sorrowful' Brightens L.A."

"Hope Sockeroo Frisco"

"'Jones' Tops Philly"

'Hope Huge Cincy"

Boxoffice Fireworks At 35 Key Fourth-of-July Engagements!

"Hope Hypoes Pitt Via Smash Figure"

"'Jones' Happy Detroit"

Jones' Paces K.C."

Longest Run In Ten Months At N.Y. Paramount!

BOB HOPE · LUCILLE BALL

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"SORROWFUL JONES"

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Wm. Demarest · Bruce Cabot · Thomas Gomez · and introducing MARY JANE SAUNDERS

Foreword narrated by **Walter Winchell**

Produced by Robert L. Welch · Directed by Sidney Lanfield

Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose · Adapted from a Story by Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

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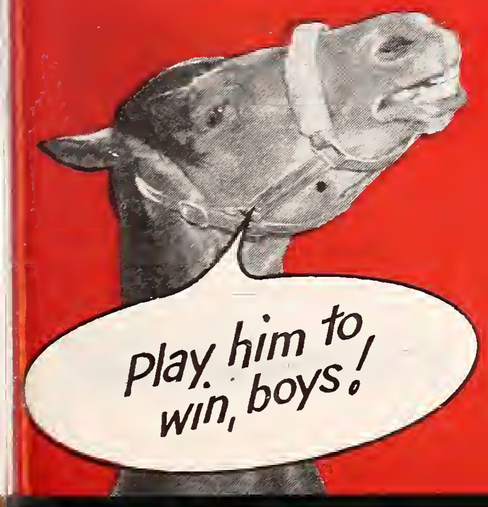

European Opinion Survey Hits Films

Widespread criticism of American "institutions" such as Hollywood is uncovered in a new book entitled "European Beliefs Regarding the United States," according to a press release from the Common Council for American Unity, which has headquarters in the Willkie Memorial Building here.

The release states: "The movies, for example, may be our worst possible ambassador to Europe, as many observers believe that Hollywood is 'convincing increasing numbers of Europeans that America consists of gangsters, sadists, pin-up girls, cowboys and skyscrapers'."

The European opinion survey was made under the direction of Henry Lee Munson. Listed as sponsors of the Council are Herbert H. Lehman, Pearl Buck, Mrs. Franklin D. Roosevelt, Norman Corwin, and others.

Industry Executives Converge on London

LONDON, July 11.—Harry Cohn, Columbia president, will finalize tentative British production plans of the company during his current visit here. He will be joined on Wednesday by Arnold M. Picker, vice-president of Columbia International, who is en route here on the *Mauretania*.

Samuel Schneider, Warner vice-president, is conferring here with Arthur Abeles, Jr., on problems pertaining to the company's unremittable sterling, as is James A. Mulvey, president of Samuel Goldwyn Productions.

Darryl F. Zanuck is expected here from Paris soon and may be joined by Joseph H. Moskowitz shortly.

Okay FCC Appropriation

WASHINGTON, July 11.—The Senate Appropriations Committee has recommended that the Federal Communications Commission get the full $6,633,000 appropriation which it asked for 1949-50. The House had cut the FCC to $6,525,000.

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Hughes Elected

(*Continued from page* 1)

portion of our business which relates to the production of motion pictures and the operation of our studio."

Depinet declined to amplify his statement, or to indicate whether other matters were dealt with by the directorate during its meeting. It is reported, however, that Sid Rogell, Hughes appointee who has been actively directing the company's production, will remain with the studio.

The board's action, converting to official status the control which Hughes has exercised tacitly since he acquired dominant stock interest in RKO, was considered here to be a necessary step under the consent decree and generally advisable as indicating positively Hughes' intention to retain connection with the production company following theatre divestiture.

RKO at present has three top-budget films before the cameras and a heavy schedule for the balance of the year. Now filming are "Bed of Roses," starring Joan Fontaine and Robert Ryan; "Christmas Gift," Robert Mitchum, Janet Leigh and Wendell Corey, and "Stromboli," Ingrid Bergman.

Eastern board members will return to New York tomorrow. Depinet, who will attend a meeting of the Motion Picture Industry Council Wednesday evening, will leave Thursday for New York.

Monogram Cuts Loss

(*Continued from page* 1)

pictures, as well as other year-end adjustments. The past year's operations absorbed heavy amortization expenses on the high budgets produced during the period of peak costs and released during the period of declining grosses. Full effect of production economies effected during the year will result in further substantial decreases of amortization expenses. Expenses have been reduced in all divisions of the company and Broidy estimates that those now in effect will reduce operating costs and expenses by approximately $300,000 for the current year.

As a result of the reduction in amortization charges and operating economies now in effect, and based on existing conditions in the industry, Broidy believes that the company's operations this year should be profitable.

At the close of the year on July 2, the company had a substantial amount of currencies in foreign countries not taken into operations because they were not readily convertible into dollars. A large amount of these funds is represented by unremittable sterling deposits in Great Britain, and plans have been made to utilize the balances for the production of pictures in that country.

Broidy also reports that during the year the company reduced its main bank loan from $2,585,000 to $1,400,000, a reduction of $1,185,000.

The company has produced all but two of the pictures to be released for 1948-49, and at this time has 12 pictures completed and awaiting release.

Concentrate on 'Best'

With more than 350 prints available, M-G-M plans to complete all showings of "Some of the Best" in the U. S. and Canada by the end of the year, when it will be withdrawn from circulation. The subject, a 40-minute digest highlighting past, present and future M-G-M attractions, was made especially for exhibition during the company's anniversary.

Name Drive Winners At RKO Sales Meet

BUFFALO, July 11.—Winners in the 1949 "Ned Depinet Drive" were announced here today by Robert Mochrie, RKO Radio sales vice-president, at the first of a series of regional sales meetings starting today at the Hotel Statler.

Leo M. Devaney, of Canada, was named first among the district managers, and will be presented with the "President's Prize."

J. C. Emerson, Denver, manager, was named first among the four main prize winners, with other branches in the following order: Atlanta, H. M. Lyons, manager; Charlotte, R. F. Branon, manager, and Sioux Falls, Sherm W. Fitch, manager.

Showmanship will be stressed in forthcoming RKO Radio releases, delegates were told by Mochrie.

Citing the John Ford-Merian C. Cooper production, "Mighty Joe Young," as an example, Mochrie expressed the thought that it is the unusual, out-of-the-ordinary attraction which can best attract the public to the box-office.

Mississippi T.O.

(*Continued from page* 1)

business being conducted by Loew's Theatres, Simons said it has produced good results in every part of the country. Backing up the campaign, he said, have been good pictures from Hollywood. M-G-M is proud of its new product and will continue to release strong pictures throughout the summer, Simons said.

He reminded his listeners that M-G-M is prepared to assist its customers with merchandising campaigns and will give them practical help in developing community goodwill for their theatres. The company's 150 sales representatives throughout the country are prepared, he said, to represent the industry before public gatherings, to tell the good things about motion pictures and the industry and to help institutionalize the local theatre in the minds of their audiences. Many of the M-G-M men are profesionally trained speakers and are available to exhibitors for public speaking assignments, Simons said.

The convention at the Buena Vista Hotel here will end tomorrow.

Disabled 'Vets' Short

(*Continued from page* 1)

of disabled veterans in private industry.

National Screen Service will distribute the subject, which the motion picture industry is seeking to place on the screens of all of the nation's theatres early in September as a public service. James Stewart, featured in the subject, does the commentary. Also included in the footage is a talk by Gen. Jonathan M. Wainwright, Commander of the DAV. Owen Crump wrote the screenplay and Ralph Staub directed.

Produced by the industry as a public service, the subject is available gratis to showmen and is one which they can play with pride. It easily stands on its own in terms of a short, dramatically - entertaining documentary. As the subject declares, there are 3,000,000 disabled veterans in the United States, and it discloses their plight as well as their abilities.

M. H.

NEWS in Brief

COMMUNITY Chests of America is producing a film with marionettes to be used in October as part of the 1949 appeal. The nine-minute subject is being filmed in color by Films for Industry, Inc., and will be distributed in color and black and white to local councils of the Community Chest, where television and group showings will be held. Theatrical use is also planned.

Asks Stiffer Penalties

WASHINGTON, July 11.—Stiffer penalties for violating the U. S. anti-trust laws and amendment to the Clayton Act to prevent one firm from acquiring another's physical assets where the result could be to lessen competition substantially were recommended to Congress today by Attorney General Tom C. Clark as a special House Judiciary sub-committee opened hearings on the need for tighter anti-trust laws.

School's Daughter Killed

BOSTON, July 11.—Jane Ursala School, three-year-old daughter of Charles J. School, office manager of M-G-M's branch here, was killed Saturday when a milk truck struck her while she was walking with her parents near her home in Quincy, Mass. Mrs. School was also hurt in the accident, and School was treated for shock at the Quincy City Hospital.

File KB-Warner Appeal

WASHINGTON, July 11. — K-B Amusement Co. today filed its appeal from District Court Judge Matthew McGuire's decision ruling that its contract with Warner Brothers for joint operation of the MacArthur Theatre could not be enforced in Federal Court.

PCCITO Trustees Meet

SAN FRANCISCO, July 11.—Trustees of the Pacific Coast Conference of Independent Theatre Owners will meet here tonight, preceding a meeting with Motion Picture Association of America officials set for tomorrow. Sam Gillette is here from Montana to represent exhibitors of that state.

RKO 'Vaude' Gross Record

CINCINNATI, July 11.—The RKO Albee, which opened last Thursday with the eight-act New York Palace Theatre vaudeville show is expected to gross $33,000 on the week, following a heavy exploitation barrage in newspapers, radio and other media. This is a record for recent months.

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Push for Tax Slash

(*Continued from page* 1)

is a close relationship, by personal calls. Similar recommendations are being made by the Motion Picture Association of America, Theatre Owners of America, Allied States and regional and state groups, it is understood. The Metropolitan Motion Picture Theatres Association here took up the "unorganized" campaign at a special meeting yesterday.

The reasoning in this and other industries which are affected by excise taxes is to strike while the iron is hot and at the present moment it is described as being "almost ablaze." House Minority Leader Martin on June 30 filed a petition to bring "to the House floor his bill to reduce excises which the Ways and Means Committee has refused to act upon. He needs the signatures of 218 House members to accomplish this.

On the second front, the Senate Finance Committee has approved a bill which would reduce the tax to one cent for every 10 cents of admission, representing a 50 per cent slash.

The deluge of wires already has hit Washington from thousands of persons in the "excise" industries, it is said here.

The campaign got fully underway last Friday at the Waldorf-Astoria Hotel here, where full support of the program was pledged by representatives of the League of New York Theatres, the fur, jewelry, transportation and cosmetic industries, and others. John Bryson, legislative representative of the MPAA, also attended and gave assurances that efforts to get full backing from the film industry would be made.

New Hope Seen for Cut in Excise Taxes

WASHINGTON, July 11.—President Truman's mid-year economic report, admitting a definite worsening in the economic situation, was taken on Capitol Hill today as strengthening the drive for excise tax reduction, even though the President said that no tax changes which would entail large revenue losses would be "justified at this time."

Proponents of excise tax reduction also pointed out that the President had urged an end of the transportation tax, and that if any such bill were pushed, a general excise tax reduction would almost certainly be tacked on.

The President's report gave up his earlier demands for a $4,000,000,000 tax increase, urged higher estate and gift tax rates, repeal of the transportation tax, and liberalization of the loss carry-over provisions in the corporate income tax laws.

WASHINGTON, July 11.—Rep. Brooks, Louisiana Democrat, today introduced a bill to cut the admission tax back to the pre-war 10 per cent, the 22nd bill to reduce or eliminate the levy.

Industry Meeting Here Maps Campaign Plans

All theatres throughout the country in addition to studio and film exchange unions will be asked to join in the campaign supporting an admission tax reduction, according to plans mapped at an industry meeting here yesterday, called by Oscar A. Doob, chairman of the executive committee of the Metropolitan Motion Picture Theatres Association and attended by representatives of the Motion Picture Association of America, Theatre Owners of America, Independent Theatre Onwers Association and the League of New York Theatres. The feeling was that a tax cut has become a definite possibility and quick and vigorous action is needed.

At the meeting with Doob yesterday were: Leo Brecher, Fred J. Schwartz, Sam Rinzler, Sam Rosen, Eugene Picker, Robert Shapiro, O. R. McMahon and D. John Phillips, MMPTA; Taylor Mills and Al Corwin, MPAA; Gael Sullivan and Stanley Presnosil, TOA; Mort Sunshine and Joshua Goldberg, ITOA; and James Reilly and Adolph Lund of the legitimate theatre group.

It was said that cooperation of the "I A" unions has been approved by Richard Walsh, president of the International Alliance of Theatrical and Stage Employees.

Hope to Unfreeze Egyptian Dollars

Cairo, July 7 (By Airmail)—The Anglo-Egyptian financial agreement which was signed some weeks ago, and provides for the remittance to Egypt of quite a few dollars, has raised the hopes of the Motion Picture Association of America and of other American film representatives here that they will be able to make some transfer of money now frozen here. It has been learned that important conversations along that line are going on between the MPAA and the Minister of Finance.

E. W. Fredman

(*Continued from page* 1)

paper. In all, Fredman devoted 40 years to trade journalism.

Known to all in the British film industry, Fredman also numbered many ranking executives of the American industry among his acquaintances. He was especially well known among foreign managers of the American companies and their managing directors stationed here. He was known to other executive visitors and had enlarged his circle of acquaintances in the American industry through several visits to the United States. His last trip to America was made in 1947 when he was an honorary guest at a number of industry functions.

Fredman was a member of the board of the Cinematograph Trade Benevolent Fund and was a one-time candidate for a seat in Parliament. He is survived by his widow and a son, Eric S. Fredman, a director of Imperadio Pictures Service.

Para., Perry

(*Continued from page* 1)

Thalhimer. Neighborhood, which has about 35 other houses, will take over operation of the 12 in the near future, according to an announcement by Paramount. Perry will join that circuit in an executive capacity, it was disclosed.

The three houses going to Paramount are located in Charlottesville, Lynchburg and Newport News, Va. The other 12 are in Charlottesville, Lynchburg, Newport News, Hilton Village, Hampton, Phoebus, Cape Charles and Exmore.

New Video Channels

(*Continued from page* 1)

announced until late this year or some time in 1950. The Commission gave no indication as to when the television freeze would be lifted.

The FCC said that it would hear proposals for color television, stratovision and unattended relay system at the same time. Under the proposed allocations very few of the present high television channel assignments would be disturbed, and in cases where a high channel is removed from a city, the Commission has allocated a substitute.

New York City, Chicago, Los Angeles, San Francisco, Denver, Jacksonville, Miami, St. Petersburg, New Orleans, Boston, Minneapolis-St. Paul, St. Louis, Kansas City, Memphis, Nashville, Amarillo, Houston, San Antonio, Salt Lake City, Duluth, and Milwaukee all would get only their present high channels.

Philadelphia, Houston and Cleveland would get one channel; Pittsburgh, Seattle, Cincinnati, Toledo and Detroit, two. Gaining three channels are Yuma, Eureka, Cal., San Jose, Hartford, Daytona Beach, Orlando, Pensacola, Columbus, Macon, Evansville, Augusta, Calais, Presque Isle, Me., Flint, Saginaw, Atlantic City, Trenton, Greensboro, Fargo, Akron, Youngstown, Austin, Richmond, Va., Madison and Racine, Wisc.

Four new channels would go to West Palm Beach, Ft. Kent, Me., and Las Vegas.

Ask Approval of TV Station to WB

WASHINGTON, July 11.—Dorothy Schiff Thackrey, publisher of the *N. Y. Post,* asked the Federal Communications Commission today to approve before August 1 the sale of her Los Angeles television station, KLAC-TV, to Warner Brothers.

Mrs. Thackrey told the Commission that her agreement with Warners expires on August 1 and that if the FCC does not approve the sale by that date she will be forced to repay Warner the money the theatre company has paid her to date for the sale.

Monetary Pact

(*Continued from page* 1)

ment now says it will honor without modification despite the dollar crisis, permits the withdrawal by American companies of $17,000,000 of their annual earnings here to June 10, 1950, subject to renegotiation prior to next June. Provision also is made for additional withdrawals in sums equal to the earnings of British pictures in America, and permitted uses for the sterling blocked here are defined.

London Expects

(*Continued from page* 1)

leaving for Scandinavia and Germany, had a series of official talks regarded as preliminaries to Johnston's visit, and is expected to be on hand when Johnston arrives here.

The exact nature of Johnston's visit is unknown but any formal resumption of the Anglo-U. S. Film Advisory Council's talks is considered to be out of the question. It is believed the talks may be designed to lift motion picture finance operations to governmental level, particularly the continuance of the monetary agreement between the American industry and the government.

MPAA Says Johnston London Visit "Doubtful"

WASHINGTON, July 11.—The Motion Picture Association said there has been some very highly informal discussion of a European trip by Eric Johnston but nothing definite has developed and it is "doubtful" whether he will make such a trip in the near future.

300 Day-and-Date 'Patch' Bookings

MINNEAPOLIS, July 11.—Producer-circuit operator W. R. Frank, back here from luncheon-meetings with exhibitors in 14 cities to promote his "The Great Dan Patch," reports that 300 day-and-date bookings have already been set up by United Artists, to follow immediately after premieres in Minneapolis and Indianapolis on July 21.

Winchell report:
"People are four abreast waiting in the sun outside the Music Hall as the thermometer hits 96"

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PROVIDENCE	ALBEE
BALTIMORE	KEITH
PHILADELPHIA	STANTON
CHICAGO	PALACE
MINNEAPOLIS	PAN
CINCINNATI	GRAND
ST. LOUIS	ORPHEUM
BUFFALO	TECH
JACKSONVILLE	ST. JOHN

TOWN	THEATRE
CLEVELAND	ALLEN
INDIANAPOLIS	LYRIC
LOS ANGELES	5 THEAS. ORPH. UNIT
ALBANY	RITZ
TOLEDO	PALACE
HARTFORD	STRAND
SYRACUSE	STRAND
EVANSVILLE	MAJESTIC
ERIE	WARNER
AKRON	PALACE
JOHNSTOWN	STATE
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STEUBENVILLE	PARAMOUNT
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VOL. 66, NO. 8 NEW YORK, U.S.A., WEDNESDAY, JULY 13, 1949 TEN CENTS

Paramount, Malco Sign Divestiture

Strand in Memphis, Eight Others Go to Paramount

Memphis, July 12.—M. A. Lightman, Sr., president of Malco Theaters, Inc., tonight announced the final signing of an agreement to end the Paramount-Malco joint ownership of Southern Theatres in accordance with the United States Supreme Court "divorce decree."

Paramount will take over sole ownership of the Strand Theatre in Memphis, Malco and Bleich theatres in Owensboro, Ky., Fulton at Fulton, Ky., State at Jackson, Tenn., Joie and Hoyt theatres in Ft. Smith, Ark., and Paramount and Victor theatres in Hot Springs, he said.

Malco will take over sole ownership of the Malco in Memphis and 41 other theatres jointly owned. Transfer is effective October 1. Sidney Markley signed for Paramount

Paramount will form a separate corporation to operate the nine theatres.

Friedman Resigns Columbia UK Post

London, July 12.—Joseph Friedman has resigned as chairman and managing director of Columbia British Productions for reasons of health and because of uncertainty of Columbia production plans here.

Friedman says he wanted to resign last year and now is severing his connections with Columbia completely after 19 years service. The parting is on the friendliest of terms, he said, and he has made no plans for the future. He will return to America with Harry Cohn, Columbia president, now visiting here, on August 13, aboard

(*Continued on page* 4)

Contract Demands Increased by SPG

The Eastern Screen Publicists Guild, in a membership meeting here last night, adopted a resolution withdrawing all former proposals made to film companies here for a new contract, and proposed new conditions involving higher pay and other improved features. The resolution asserted that the industry negotiating committee has

(*Continued on page* 4)

May Name Cooper BFPA Export Head

London, July 12.—The British Film Producers Association is likely to appoint Sir Alfred Duff Cooper, former British Ambassador in Paris, as its new export representative on the Continent. Cooper resides in Paris. He recently was associated with Sir Alexander Korda.

Name Bert Sanford Head of ABC Sales

Bert Sanford

Charles L. O'Reilly, president of the ABC Vending Corp., has appointed Bert Sanford general sales manager in charge of sales and customer relations for the ABC group, one of the largest vendors of confections and other items to theatres in the East.

For the past 20 years Sanford has been director of sales for Altec Service Corp. He started as an actor with the old D. W. Griffith Productions for Biograph, and entered distribution as a booker for General Film, later becoming a sales executive with that company

(*Continued on page* 4)

9 Pictures and Top Prize Money for Para. Sales Drive

Citing what he called the "greatest lineup of pictures ever released over a period of time," A. W. Schwalberg, Paramount sales vice-president, predicted that results in the company's "Gold Rush of '49 Sales Contest" will surpass those for any contest ever staged in the industry. Running from September 4 to December 3, the drive, for Paramount's 37th year, will embrace nine productions.

With "Progress Through Teamwork as its theme, the contest will offer unprecedented monetary rewards for participating personnel, with the 10 top revenue-producing branches sharing in the main prizes, said Paramount. Schwalberg said that a special

(*Continued on page* 4)

Grainger Sets Three Republic Meetings

A series of three Republic sales meetings has been scheduled for September by James R. Grainger, executive vice-president in charge of sales, with the first set for Wednesday and Thursday, September 7-8, at the company's North Hollywood studio.

A meeting will be held at the Blackstone Hotel in Chicago and another in New York later that month. Herbert J. Yates, president, will address the three conferences which will be attended by branch managers and home office executives.

Grosses At Most N. Y. First Runs Are Good

New York first-run business continues at a good clip in most instances, with thousands of out-of-towners accounting for a large part of the revenue. The rain made Sunday a big day for the showcases, having discouraged attendance at beaches and outdoor sports.

Biggest of all is Warners' "Look for the Silver Lining," with a stage presentation at the Music Hall where business for the past three weeks has been phenomenal. The show will conclude its third week tonight with an estimated gross of $146,000, which is rare for this time of the year; it will continue.

"Sorrowful Jones," with Louis Prima's orchestra on stage, has been the most prosperous tenant the Paramount has had in several months. The

(*Continued on page* 4)

Small May Close for E-L Control Today

Negotiations whereby Edward Small would acquire 51 per cent of the stock of Eagle-Lion from Pathe Industries are expected to be concluded here today. Indications yesterday were that the deal would go through by today's deadline but officials close to the situation would make no unqualified predictions as to the outcome, other than to say that the prospects of an agreement still were favorable.

All-Industry 'P. R.' Meeting Starts Aug. 15

60 Expected to Attend; May Be at Mackinac Isle

The week of August 15 has been selected as the period for holding the national industry meeting to form a permanent public relations organization and draft a program of activities to be carried out by the administrative group and the participating organizations.

The place for the meeting has not been definitely set yet but if adequate hotel accommodations cannot be obtained in Colorado Springs, Colo., as originally planned, the meeting will be switched to some other resort locale. An alternate choice now under consideration is Mackinac Island, Mich.

It is definitely planned to hold the session in a congenial summer resort atmosphere where cool weather and ample facilities for relaxation can be counted upon. The only delay in confirming the meeting place is due to the difficulty being encountered in reserving sufficient hotel space at the popu-

(*Continued on page* 4)

Ascap, Justice Dep't In Decree Set-Back

The Department of Justice has called for substantial revision of the terms for a new consent decree which were proposed by the American Society of Composers, Authors and Publishers with the obvious result that settlement, while still in prospect, is not immediately in view, as it had been.

Another delaying factor is that Sigmund Timburg, head of the consent decree section of the anti-trust division of the Justice Department,

(*Continued on page* 4)

Technicolor Hearing Set for Sept. 26

Hollywood, July 12.—Pre-trial hearing on the government's anti-trust suit against Technicolor, Inc., will be held here September 26 before U. S. District Judge William C. Mathes, W. C. Dixon, local head of the anti-trust division, said today, with trial to be set for a date in January.

Through conferences held recently,

(*Continued on page* 4)

Sen. Johnson Pushes Color Television

Washington, July 12.—Senate Interstate Commerce Committee Chairman Johnson has asked Dr. Edward U. Condon, head of the U. S. Bureau of Standards, to conduct a non-partisan study of the present status and potentialities of color television.

Condon was asked to assemble a group of leading scientists to make the survey. Johnson favors faster development and use of color video.

MPAA Group Meets On British 'B' Pool

Film company foreign department executives undertook yesterday to settle on a new definition of the terms of the Anglo-American film agreement which covers operations of the so-called "B" remittance pool at a meeting at the Motion Picture Association of America, with no apparent conclusions reached. Loopholes in the language of the "B" provisions of the overall pact, which allow for a separate remittance of U. S. earnings in England equivalent to the earnings of British pictures here, have resulted in conflict among the companies to such an extent that actual abandonment of the pool might develop.

At yesterday's session were Wolfe Cohen, Warners; Emanuel Silverstone, 20th Century-Fox; George Weltner, Paramount; R. K. Hawkinson, RKO; Irving Moross and Abe Schneider, Columbia, and Theodore Smith, MPAA.

F. Sandy Opens New Exchange in Capital

Washington, July 12. — Fred Sandy, veteran in distribution in the Washington territory has opened the Fred Sandy Film Exchange here.

Sandy, previously associated with United Artists, PRC and most recently with Equity Films as branch manager, is the local distributor for Astor, Madison and Crest productions, as well as for some individual releases, including "The Stephen Foster Story" and "Funtasia." Mrs. Gertrude Epstein, formerly booker for Film Classics and PRC, will assist Sandy.

'Jones Beach' Premiere

The Long Island South Shore Business Council started the island's first full-fledged film premiere festivities yesterday by giving the keys of 10 island communities to Virginia Mayo, "The Girl from Jones Beach," in a series of events that included a luncheon at Jones Beach, a radio broadcast by Herb Sheldon over WJZ, a water ballet and a motorcade.

Today's events are to be climaxed by the twin world premiere of Warners' "The Girl from Jones Beach" at the Fantasy Theatre in Rockville Centre and the Grove in Freeport this evening.

Personal Mention

NEIL F. AGNEW, Motion Picture Sales Corp. president, is due here from Rome on Monday.

●

George Wilkinson, Jr., president of the Motion Picture Theatre Owners of Connecticut, and Albert M. Pickus, regional Theatre Owners of America vice-president, have been named co-chairmen of the annual MPTO of Connecticut golf tournament, slated for August.

●

Samuel N. Burger, Loew's International sales manager, has returned to New York from a 10 weeks' tour of M-G-M offices on the Continent.

●

Hugh Owen, Paramount Eastern and Southern sales manager, has returned to New York from visits to exchanges in the South.

●

Walter L. Titus, Republic sales executive, is in Detroit from New York and will be in Buffalo tomorrow and Friday.

●

Phil Gerard, Universal-International Eastern publicity manager, is on a week's vacation at East Hampton.

●

Terry Turner, RKO advertising-exploitation director, will return here today from Boston.

JOSEPH R. VOGEL, Loew's vice-president, is in London from New York.

●

Jules Lapidus, Warner Eastern and Canadian sales manager, and George W. Horan, New England district manager, are in Buffalo today from New York.

●

Leo F. Samuels, Irving Ludwig and Charles Levy, Walt Disney executives, will leave here shortly for conferences at the Coast studio.

●

Paul O. Klingler, manager of Loew's Poli Strand, Waterbury, Conn., and Mrs. Klingler are vacationing at Lewiston, Pa.

●

Paula Gould, Capitol Theatre publicity director, has returned to New York from an Atlantic City vacation.

●

George Howard, former Paramount salesman, has joined the Monogram exchange at St. Louis.

●

Clyde Goodson, Paramount Atlanta branch manager, will be in Nashville today.

●

Hap Barnes, owner of drive-ins in Alabama and Tennessee, is visiting in Atlanta.

Open 1st New Loew House in 8 Years

Oscar A. Doob, John Murphy and Ernie Emerling, of Loew's theatre department, are in Norwich, Conn., from New York, for the opening of Loew's New Poli Theatre tonight. This is the first new addition to the Loew circuit in over eight years and replaces an old theatre which will be demolished. M-G-M's Frank Sinatra, accompanied by the Page Cavanaugh Trio, will appear at the opening ceremonies. He will be host at a cocktail party for the press and civic leaders from all over Connecticut.

Form NTFC Unit To Expedite Plan

Mel Gold, president of the National Television Film Council, announced at a meeting here yesterday that he would serve as chairman of a new NTFC committee to expedite the unit's program. Under the plan, rights to all television films would be assigned to a council of NTFC, which would clear copyrights for all films, and thus act for television producers in a similar capacity as Ascap in music.

'Hamlet' Record in Mexico

Mexico City, July 12.—J. Arthur Rank's British "Hamlet" made the record run of five weeks at one theatre, the Cine Chapultepec, for a foreign film in recent times here. The picture played to a new-high of 60 cents during the first three weeks and 50 cents for the other two. "Hamlet" has moved over for simultaneous exhibition at 35 cents to the downtown, Cine Palacio and the suburban Cine Lindavista.

Further Progress on M-G-M Sales Drive

More than 75 per cent of M-G-M's sales force have either signed up all theatres in their territory or liquidated each playdate for representation in the company's silver anniversary drive, according to the company's home office.

Within the past week, Buffalo and Seattle were added to the list of branches reporting full representation for anniversary dates, while Chicago moved into the division of exchanges where anniversary bookings have been completely liquidated.

RKO Regional Meet in Buffalo Over Today

Buffalo, July 12.—Regional sales meeting of RKO Radio continued here today and will wind up tomorrow with another of the company's series of regional sessions to open in Toronto on Thursday. Supplementing today's sessions were meetings of the district which is headed by Len S. Gruenberg.

Max Yellin, theatre operator, was host to the RKO delegates at dinner on his estate tonight.

$200,000 for a Drive-In

Alexander City, Ala., July 12.—Plans have been completed by Mack Jackson, owner of the Strand and Jackson theatres, here, for the building of a $200,000 drive-in.

Davidson's New Drive-In

Lennox, S. D., July 12.—H. E. Davidson plans to open a 130-car drive-in on July 17. Davidson previously had theatres at Bridgewater and Marion, S. D.

Newsreel Parade

SENATOR JOHNSON asking for a reduction in excise taxes and the Hiss-Chambers trial are current newsreel highlights. Other items include Senator Dulles being sworn in, dock strikes, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 56 — Alger Hiss trial. Treasury Secretary Snyder arrives in London. Mrs. Mesta takes Ambassadorship oath. Senator Johnson speaks on reduction of taxes. Discover traces of stone age in New Guinea. Swimming, trotting, soccer.

NEWS OF THE DAY, No. 290—Alger Hiss must face new trial. Lauritz Melchior sings for disabled "Vets." Senator Johnson urges cut in admission taxes. Rodeo. Sand-skiing. Women wrestlers.

PARAMOUNT NEWS, No. 93 — Film stars in baseball benefit game. Senator Johnson asks cut in taxes. Automatic restaurant drive-ins. Dock strikes in London and Honolulu.

TELENEWS DIGEST, No. 28-B—Chaing Kai-shek breaks silence. England's state of emergency. Secretary Snyder on European visit. Washington: Mrs. Pearl Mesta's Ambassadorship. Westbrook Pegler testifies on labor unions. Dissension in the Middle East. Whittaker Chambers talks.

UNIVERSAL NEWS, No. 264 — Hiss-Chambers trial. Ambassador Pearl Mesta. Senator Dulles sworn in. Holland: Royal Guard's 120th anniversary. Senator Johnson asks cut in taxes. Soccer, Dog show, Women wrestlers.

WARNER PATHE NEWS, No. 95—London dock strike. Danny Kaye and others in plane crash. Senator Johnson and the tax situation. Hiss-Chambers trial. Drive-in restaurant. Soccer game. Long-distance girl swimmer. Women wrestling.

Miss. T. O. Reelects Officers at Meet

Biloxi, Miss., July 12. — Motion Picture Theatre Owners of Mississippi re-elected the entire slate of officers at the closing session of its convention today, with Max A. Connett, Newton, heading the organization. Elected vice-presidents were B. F. Blissard, Okolona; W. S. Taylor, Laurel; and B. F. Sheffield, Poplarville. Ernest W. Clinton, Monticello, is secretary-treasurer.

Chief problem discussed at the convention is a forthcoming legislative attempt to reduce the highest state tax in America, ranging from 10 to 13 per cent, which has been in existence for 18 years.

William L. Ainsworth and Abram F. Myers, national Allied States officers, addressed the exhibitors on both days of the meeting. Distribution was represented by M. L. Simons, M-G-M, and Sam Shain, 20th Century-Fox.

Heppner Now Sole Owner

Joseph Heppner is now sole owner of Metropolitan Photo Service as a result of a deal made with his former partner, Morris Leftoff. Heppner, a veteran in motion picture exploitation photographic work and former president of the New York Press Photographers' Association, will retain rights to the Metropolitan name.

New Firm Plans Two

McMinnville, Tenn., July 12.—The recently - formed Mid - Tennessee Amusement Co., headed by C. D. Walling, will build two drive-ins.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington. J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac: Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

From "FILM BULLETIN"

"PRESENT AND FUTURE PRODUCT MAKES LEO KING

It's becoming increasingly evident that M-G-M's silver anniversary year is going to be more than a milestone; it's going to be a turning point in the company's history. On the basis of quality of product viewed thus far during 1949, and a production slate which grows more formidable with every passing week, there can be no doubt that there are bright days ahead during this, the company's anniversary year."

Easy Rests The Showman With M-G-M's Summer Hits!

"Take Me Out To The Ball Game" *(Technicolor)*
Frank Sinatra • Esther Williams • Gene Kelly • Betty Garrett

"The Barkleys of Broadway" *(Technicolor)*
Fred Astaire • Ginger Rogers • Oscar Levant

"Edward, My Son"
Spencer Tracy • Deborah Kerr

"Neptune's Daughter" *(Technicolor)*
Esther Williams • Red Skelton • Ricardo Montalban
Betty Garrett • Keenan Wynn • Xavier Cugat

"The Wizard of Oz" *(Technicolor)*
Judy Garland • Frank Morgan • Ray Bolger
Bert Lahr • Jack Haley

"Any Number Can Play"
Clark Gable • Alexis Smith • Wendell Corey • Audrey Totter

"The Stratton Story"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"In The Good Old Summertime" *(Technicolor)*
Judy Garland • Van Johnson
S. Z. "*Cuddles*" Sakall • Spring Byington

"The Great Sinner"
Gregory Peck • Ava Gardner • Melvyn Douglas • Walter Huston
Ethel Barrymore • Frank Morgan • Agnes Moorehead

"Madame Bovary"
Jennifer Jones • James Mason • Van Heflin • Louis Jourdan
Christopher Kent

"Scene of The Crime"
Van Johnson • Gloria DeHaven • Arlene Dahl • Tom Drake

WINNER OF
"EXHIBITOR
MAGAZINE"
POLL OF
THEATRES
FOR "BEST
PRODUCT AND
FAIREST TERMS!"

★

NY 1st-Run Grosses

(*Continued from page 1*)

show, which did about $63,000 in a good fifth and final week, bowed out last night to make way for "The Great Gatsby." "House of Strangers," with the stage show at the Roxy, featuring Janet Blair and Herb Shriner, figures to wind up a second week with a healthy take of $75,000.

"The Big Steal" is going over very well at the Mayfair where the first week should bring about $22,000. A second week's gross of about $20,000, which is good, is apparent for "Lost Boundaries" at the Astor. "Movie Crazy" probably will give the Globe about $11,000 in a moderate second week.

"Fountainhead" is a strong newcomer at the Strand which has dropped stage presentations and reduced prices. The film promises to do about $34,000 in its first week which is good business, particularly in view of the absence of stage support. New Strand admissions prices are: 50 cents to one o'clock; 70 cents to five; one dollar to closing, with a weekend evening top of $1.25. The old scale was 70 cents to one o'clock; 85 to five; $1.25 for evenings and a weekend maximum of $1.50.

"Any Number Can Play," with Hal McIntyre's orchestra and Bert Wheeler and Hal Le Roy on stage is holding up in good style at the Capitol where $62,000 is in view for a second week. "Lust for Gold" might reach $13,500 in a mild second week at the Criterion; it will be replaced on Saturday by "Calamity Jane and Sam Bass."

"Great Sinner" is doing very nicely at the State which figures on about $25,000 in a second week. "Home of the Brave" is still drawing good business at the Victoria where the ninth week's business could hit $10,500. The Park Avenue is continuing profitably with "Hamlet"—which is likely to do about $7,500 in its 42nd week. "The Red Shoes" is another good long-distance performer at the Bijou where $8,300 is in prospect for the 38th week.

The vaudeville policy at the Palace is still paying off nicely. Eight new acts and "Follow Me Quietly" probably will give the house about $24,000 in the current single week's run.

'Joe Young' Opens July 27

RKO Radio's "Mighty Joe Young" will open at the New York Criterion Theatre on July 27 and not on January 27, as erroneously reported here yesterday.

Denies Dismissal Motion

ALBUQUERQUE, July 12. — Federal District Judge Carl Hatch today denied a motion to dismiss the anti-trust violation suit filed against Gibraltar Enterprises, Colorado theatre chain, by John Greve, Eagle, Colo., seeking $60,000 treble damages as a result of alleged monopolistic practices by Gibraltar. Judge Hatch is considering another defense motion for change of venue to Colorado.

'Baby' Premiere Aug. 10

CHICAGO, July 12.—Universal-International's "Yes Sir, That's My Baby" will have its world premiere here at the B. and K. Roosevelt Theatre August 10, with Hollywood stars and kleig light activities. Simultaneously, the film has been booked into 100 downstate houses for saturation playdates between August 10 and 23.

Schreiber to Sue For Right to Bid

Chicago, July 12. — Alex Schreiber of Associated Theatres, Detroit, has retained Seymour Simon, independent theatre attorney here, to file an anti-trust suit on behalf of the Gratiot and Grand River Drive-In theatres in Detroit. Suit would seek the oportunity to bid for first-run bookings against competing neighborhood theatres.

Para. Sales Drive

(*Continued from page 1*)

fund has been set up to be offered to those who turn in a "whole-hearted, unselfish job of special work, even though, for reasons beyond their control, their territories might not have a chance of finishing in a payoff spot."

At the same time, the Paramount distribution chief revealed that "Top O' the Morning" starring Bing Crosby, Barry Fitzgerald, Ann Blyth and Hume Cronyn, has been selected as the "Paramount Week" feature, the aim of which is to put the company's trade mark on every screen in the country during Labor Day week.

First release of the contest is "Sorrowful Jones," which is already in release, starring Bob Hope and Lucille Ball.

A production from William H. Pine and William C. Thomas is scheduled for July 22 release, entitled "Special Agent," a semi-documentary which stars William Eythe. Schwalberg said that because of its theme, which deals with railroad special agents, this picture has unusual exploitation potentials and arrangements have been made for local tieups.

"The Great Gatsby" comes next, on August 5. Written by Cyril Hume and Richard Maibaum, who also produced, this stars Alan Ladd.

Then comes "Top O' the Morning," which is to be followed on September 23 by Hal Wallis' "Rope of Sand," starring Burt Lancaster, Paul Henreid, Claude Rains and Corinne Calvet.

October 14 marks another Wallis release, "My Friend Irma," based on the CBS radio program. The picture marks the screen debut of the comedy team of Dean Martin and Jerry Lewis.

Set for October 28 release is "Song of Surrender," starring Wanda Hendrix and Macdonald Carey, and featuring Claude Rains. "It is expected that music-selling will work to the advantage of 'Song of Surrender,'" it was said.

Alan Ladd's second picture of the contest, to be released November 11, is "Chicago Deadline," adapted from the Tiffany Thayer novel. Donna Reed co-stars.

Final contest picture, set for Nocember 25 release, is "Red, Hot and Blue," a comedy with Betty Hutton, Victor Mature, June Havoc and Bill Demarest.

Name Bert Sanford

(*Continued from page 1*)

and with Pathe, before joining Electrical Research Products, which was succeeded by Altec.

Sanford will take over his new duties immediately and will continue as staff consultant for Altec.

Technicolor Hearing

(*Continued from page 1*)

stipulations of fact and other agreements have been made, which are designed to shorten the trial by eliminating a large number of witnesses. Originally more than 400 witnesses were expected to be called, requiring several months for trial. Present indication is that probable trial period has been reduced to about six weeks, with the likelihood of further reduction.

Fleming Closes Theatre

PAGE, Neb., July 12.—The Page Theatre has been closed at least until fall by G. V. Fleming. Summer business has been poor.

SPG Demands

(*Continued from page 1*)

"consistently refused to deal with the SPG in good faith."

Under the new proposals salaries range from $55.60 for apprentices to $173.55 for senior publicists. The proposals also withdraw compromises already made on firings, arbitration, layoffs, etc.

The meeting also instructed the SPG negotiating committee to seek negotiations on the proposed new contract. The resolution pointed out that the industry has granted similar proposals to West Coast publicists and that "as a union we cannot accept less than has been won by the West Coast Guild."

The resolution further declared that "for nine months the industry has taken advantage of the fact that there is no contract. . . . We hereby serve notice that this situation is at an end. We shall set our own working conditions and shall enforce them through our own economic power and organized strength."

Ascap, Justice Dep't

(*Continued from page 1*)

has been called to San Francisco and the Ascap talks cannot be resumed until he returns.

Meanwhile, the copyright committee of the Motion Picture Association of America held another meeting here yesterday for a general discussion of music licensing. While the group is awaiting the outcome of the Ascap—Justice Department negotiations before any action is taken, the tenor of the conversations so far would indicate there might be more disagreement among the film companies on how to deal with Ascap. If the decree stands to benefit those film companies which have music publishing subsidiaries, the others can be expected to object.

Friedman Resigns

(*Continued from page 1*)

the *Ile de France*. The resignation is effective immediately, although no successor has been appointed. Meanwhile, Columbia's British production plans have been shelved temporarily and the company now is considering joint production with independent producers here.

Friedman joined Universal as a salesman in 1917 after several years in theatre operation in Michigan. He was with Universal for 13 years and was general manager for Europe in 1930, when he joined Columbia.

Competitive Tilt Averted

MINNEAPOLIS, July 12.—Abandoning plans to construct a new theatre and marketing center to compete with Ed Baehr's 1,050-seat theatre now under way at Anoka, Minn., Charles B. Clossen has completed the sale of his Green theatre and property in the city to Baehr, thus ending what threatened to be one of the bitterest competitive battles in northwest theatre circles.

New 'Magic' Promotion

John Gordon Spalding, hypnotist, has been placed under contract by Edward Small, as director of a group of 20 hypnotists who will make personal appearances from Coast to Coast in conjunction with the August 19 world premiere of Small's "Black Magic," which will be distributed by United Artists.

'P.R.' Meeting Aug. 15

(*Continued from page 1*)

lar resorts which are booked to near-capacity months in advance for the mid-summer period at which the meeting will be held.

It is estimated that approximately 60 industry leaders and press representatives will attend the meeting. Invitations will go out to the participating organizations asking them to designate representatives. The participating organizations are:

Theatre Owners of America, Allied States Association, Pacific Coast Conference of Independent Theatre Owners, Hollywood Motion Picture Industry Council, Metropolitan Motion Picture Theatre Owners Association, Independent Theatre Owners Association of New York, Motion Picture Association of America and probably the Society of Independent Motion Picture Producers. Invitations also may go to additional organizations such as the Association of Motion Picture Producers, Hollywood, the IATSE, and others.

Individual organizations may send from two to six representatives, it is estimated.

Arrangements for the meeting are being prepared by Eric Johnston, MPAA president; Ned E. Depinet, RKO president and chairman of the MPAA's community and exhibitor relations committees, and Francis Harmon, MPAA vice-president. The three held a preliminary meeting in San Francisco yesterday with PCCITO representatives and will meet with the MPIC in Hollywood tonight.

MPIC Meeting with MPAA to Concentrate on 'P. R.'

HOLLYWOOD, July 12.—The Motion Picture Industry Council will subordinate its own business affairs on the agenda of tomorrow night's meeting in order to give maximum time to the consideration of the industry public relations ideas of the Motion Picture Association of America. MPAA president Eric Johnston; Ned E. Depinet, RKO president and community relations chairman, and Francis Harmon, MPAA vice-president, will discuss the program.

MPIC chairman Cecil B. DeMille will preside at the meeting, to be held in the Beverly Hills Hotel. Contrary to earlier reports, no other organizations will be represented at the meeting.

Theatres Collect $19,389

PROVIDENCE, July 12.—Some 52 Rhode Island film houses have collected $19,389 for the "Jimmy Fund," according to chairman Edward M. Fay, and co-chairman Meyer Stanzler. No expense was reported for the collection and the entire amount goes to the Children's Research Foundation, to combat cancer.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66, NO. 9 NEW YORK, U. S. A., THURSDAY, JULY 14, 1949 TEN CENTS

Loew 40-Week Profit Rises To $5,160,773

Net Is Within $148,886 Of Income for Full Year

Loew's income and profits are on the rise, its operating profit increasing $747,618, from $13,701,312 to $14,448,930, and its net income rising $431,710, from $4,729,063 to $5,160,773, for the 40 weeks ended last June 9, compared with the same period one year ago. Earnings are equal to $1 per common share, against 92 cents a year ago.

For the last full fiscal year, ended on August 31, 1948, Loew's had a net of $5,309,659. Thus, in the 40 weeks of the current fiscal year, the company is within $148,886 of the profit reported for the full 52 weeks ended last August. On the basis of the 40-week net averaging a $129,000 weekly profit, the net for the full current year would be $6,708,773, an approximate potential in-

(*Continued on page* 5)

SMPE Calls Industry Meet on Television

Numerous groups within the industry have been invited to take part in a meeting called by the Society of Motion Picture Engineers here today to determine the requirements of the film business for theatre television as a preliminary to an industry request to the Federal Communications Commission for specific facilities.

Certain to sit in with the special SMPE video committee are representatives of the Motion Picture Association of America, Theatre Owners of

(*Continued on page* 5)

MPAA Asks Coast For Unified 'P. R.'

HOLLYWOOD, July 13.—A plea for all facets of the industry to coordinate their public relations efforts was made tonight by Eric Johnston, Francis Harmon and Ned E. Depinet on behalf of the Motion Picture Association of America community relations committee, to the Motion Picture Industry Council in the Sun Lounge of the Beverly Hills Hotel.

MPIC representatives, headed by

(*Continued on page* 4)

West Germany Quota Feared By Johnston

WASHINGTON, July 13.—Motion Picture Association of America president Eric Johnston today urged the U. S. State Department to do everything possible to prevent motion picture import quotas in Western Germany.

Johnston told Secretary of State Dean Acheson that the MPAA had "been advised from Germany that the joint Export Import Agency of the Military Government is considering establishment of film import quotas for the western zone."

Declaring that such an act would be a "negation of America's national policies and trade practices and would not help the revival of the German motion picture industry," the MPAA

(*Continued on page* 5)

Katz to Head Para. Nine from Lightman

Jack Katz, for many years assistant general manager of Dominion Theatres, Virginia, will head a new wholly-owned Paramount subsidiary formed to operate the nine theatres in the South which Paramount will take over as a result of the break-up of the Malco partnership with M. A. Lightman, Paramount announces. Katz will be assisted by W. A. Thompson, who has been in charge of the Dominion houses in Charlottesville, Va. Dominion also was a Paramount partnership recently dissolved.

Pinanski No Longer An Advisor to E-L

Boston, July 13. — Samuel Pinanski, New England theatre operator, announced today that although in the early part of the year he agreed to devote a portion of his time to act as advisor to Eagle-Lion he has not been advising the company for some time and has no present connection with it.

Mochrie Sees An Upturn

BUFFALO, July 13.—"Fair weather ahead" for the industry was the forecast made by Robert Mochrie, RKO Radio sales vice-president at the closing session at the Statler Hotel here today of the first of five regional sales meetings being held throughout the U. S. and Canada. Backing his prediction, Mochrie said: "Already I see in many sections of the country a definite upturn in box-office grosses and I say we go into the second half of this year with confidence and full steam ahead."

Robert Mochrie

Mochrie told the delegates that

(*Continued on page* 5)

ABPC Report Hits Quota Effects on Production

Says Too Many Films Stymie Para. Deal

MINNEAPOLIS, July 13.—The quarrel of Theatre Associates, leading Minneapolis buying combine, with Paramount over product terms is no longer so much a matter of terms or conditions as it is a matter of overbuying, TA head film buyer Tom Burke said, in denying that he emulated the Russian veto power in dealing with Paramount. Burke declared the combine has "so much product

(*Continued on page* 5)

LONDON, July 13.—Increased theatre revenue offset production losses incurred during the past year by Associated British Pictures Corp., in which Warners has a large interest, the annual report of Sir Philip Warter, chairman, revealed today. The report shows ABPC to be in healthy financial shape.

Company's consolidated balance sheet shows total assets of £21,983,986. (Official valuation of the pound is $4.03). Fixed assets aggregate £19,332,361. Film production rights, etc., are listed at £706,553; stocks, £588,080; owed by debtors, £540,627; and cash, £420,462. Liabilities in-

(*Continued on page* 4)

Tax Cuts Are Proposed, but Not on Tickets

Admission Levy Not in Reduction Proposed

WASHINGTON, July 13.—Film industry hopes for action to reduce the admission tax suffered a blow today.

Rep. Forand, Rhode Island Democrat and New Deal spokesman on the House Ways and Means Committee, introducing a bill to carry out the President's tax recommendations, went further than Truman and proposed reduction of a long list of excises—but not including the admission levy.

Truman asked for repeal only of the transportation tax. Forand, in his bill, proposed reduction of some dozen other excises, but not the ticket tax. This is said to be all the more significant in view of the fact that Forand had previously sponsored a bill calling for a cut in the admission tax. It is taken to indicate a feeling that the admission tax supplies too much revenue to be cut at this time,

(*Continued on page* 5)

Cut Admission Tax, Urges Sen. Johnson

Starting today, the message of Senator Edwin C. Johnson of Colorado, urging a cut in the Federal admission tax, will be brought to theatres of the country. As part of the combined industry effort to have the 20 per cent admissions tax cut, the talk is being carried by the five newsreels.

In the reels the Senator declares that "Each person who attends this theatre right now paid a 20 per cent excise tax to get in here. I think it is time that something be done about

(*Continued on page* 5)

Start on Program for 20th's 'P. R.' Meet

The 60 advertising and publicity directors of the country's major theatres and circuits who will gather for the merchandising and public relations promotional meeting on July 27-29 to be held here by 20th Century-Fox, will attend the formal invitational world premiere of "Come to the Stable" at the Riovli Theatre on July 27.

In addition to theatremen from out-

(*Continued on page* 5)

Personal Mention

EDWARD MOREY, Monogram vice-president, and NORTON V. RITCHEY, Monogran International president, have returned to New York from Hollywood.

•

NED E. DEPINET, president of RKO, is scheduled to arrive in New York from the Coast today. J. MILLER WALKER, corporate secretary, is en route back by train. Directors GEORGE H. SHAW, L. LAWRENCE GREEN and FREDERICK L. EHRMAN already have returned. The group had participated in a meeting of the board.

•

DANIEL J. LOVENTHAL, RKO attorney, is the father of a son, ROBERT DAVID, born at Doctors' Hospital on July 12. The mother is DORIS SULTAN, former trade press reporter.

•

LOUIS B. MAYER and MRS. MAYER will leave here today to visit the latter's mother at Miami, and will return on Sunday.

•

SYD GROSS, advertising-publicity director of Film Classics, has left here for Cleveland and the Coast.

•

B. G. KRANZE, sales vice-president of Film Classics, left New York for the Coast by plane yesterday.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will return here today from the Coast.

•

IRENE DUNNE, who has been visiting New York for the past week, left here yesterday for Hollywood.

Platt Leaves Para. To Take B. & K. Post

Abe Platt, Paramount International Theatres Corp. executive, has resigned to assume an executive position with Balaban and Katz Theatres in Chicago. Among his new duties, Platt will supervise the Northside group of B. and K. theatres, an assignment previously performed by the late Dave Balaban. Formerly associated with B. and K. for 16 years, Platt joined Paramount in May, 1946.

MGM to Shoot in Africa

HOLLYWOOD, July 13.—Plans for another picture to be made abroad have been completed by M-G-M. With the "Mrs. Miniver" sequel scheduled to start at the company's British studios at Boreham Woods, Herts, in September, "King Solomon's Mines" will get under way in November in Kenya Colony, Africa.

Kildine Firm Formed

HOLLYWOOD, July 13.—Kildine Productions, Inc., a newly-formed California corporation, has acquired stage rights in English and worldwide motion picture rights to Franz Kafka's novel, "The Trial," including dramatization by Andre Gide and Jean-Louis Barrault.

Continue Work on Small's Deal for E-L

Principals in the negotiations by which Edward Small would acquire operating control of Eagle-Lion continued work on details of the deal yesterday with further meetings scheduled for today and possibly tomorrow.

Officials close to the situation reported yesterday that the outlook still is favorable and that, while progress is being made, there is no certainty that a deal can be closed by the end of the week, although that remains a possibility.

Salesmen's Union At Odds With Classics

"Bona fide" negotiations of an employment contract for Film Classics salesmen is asked in a telegram to Joseph Bernhard, president of the film company, from David Beznor, attorney for the Colosseum of Motion Picture Salesmen, which has been designated bargaining agent. The telegram, which was made public by Beznor, claims that the company has refused to bargain collectively with the union.

A spokesman for Film Classics said here yesterday that the economic condition of the company prevents it from becoming a party to the agreement which the larger distributors have entered into. He said also that two meetings already have been held with the Colosseum and that concessions would be made in another session in September if the company's position improves.

3 - Theatre Premiere For 20th's 'Hurricane'

Twentieth Century-Fox's story of the Naval Hurricane Service, "Slattery's Hurricane," will have a three-theatre world premiere in Miami on August 3. Arrangements for the opening have been concluded by A. W. Smith, Jr., sales vice-president, and Sidney Meyer, head of Wometco, operators of the premiere theatres, the Lincoln, Miami and Miracle.

M-G-M Plans Tours For 'Battleground'

Plans for multiple premieres on Armistice Day for M-G-M's "Battleground" have been formulated, with the studio sending out four groups of players for personal appearances; each unit will visit at least seven cities.

Head Radio Committee

Donald G. Fink and John V. L. Hogan have been appointed chairman and vice-chairman, respectively, of the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Manufacturers' Association. Laurence G. Cumming was reappointed secretary of the committee.

Another Drop in Coast Production

HOLLYWOOD, July 13.—The production tally has slumped again to a total of 33, a drop of three from last week. Six new pictures were started, and nine completed.

Started were: "Feudin' Rhythm," Columbia; "Johnny Holiday," Alcorn Productions; "Key to the City," M-G-M; "Let's Dance," Paramount; "Pardon My Toe Hold," Republic; "Buccaneer's Gal, U-I. Completed were: "Good Humor Man," "Girls' School," Columbia; "Borderline," Independent; "On the Town," M-G-M; "Black Midnight" and "Angels in Disguise," Monogram; "House by the River," Republic; "12 O'Clock High," 20th-Fox; "Bagdad," U-I.

Sears Confers with Pickford and Chaplin

HOLLYWOOD, July 13.—Gradwell L. Sears, United Artists president, conferred this afternoon with Mary Pickford and Charles Chaplin, UA owners, on the company's financial prospects. He reportedly presented several possible methods to acquire appropriate bank financing for UA producers.

'Movie Star Series' Troupe Here Today

Forty screen actors, on tour for the "Movie Star World Series," will arrive here today at LaGuardia Field for a two-day stopover before proceeding to Boston to play the next game in the series of benefit exhibitions.

The troupe left Hollywood on July 8 and will play games at Chicago, Cleveland, Boston, Philadelphia and Pittsburgh before returning to the Coast. Proceeds of the series go to the City of Hope Hospital, the Motion Picture Relief Fund and the Theatre Authority.

Wolff to Head ECA Production Abroad

Lothar Wolff, associate producer of "Lost Boundaries," has been granted a leave of absence by Louis de Rochemont to plan and direct motion picture production activities for the Economic Cooperation Administration. He has left here for Paris where he will be attached to the Office of the Special Representative. Wolff has been a vice-president and associate producer of Louis de Rochemont Associates since November, 1947.

Savini Sets Deal

R. M. (Bob) Savini, president of Astor Pictures, has closed a deal with J. Nercesian, head of Associated Film Exchange of Salt Lake City, to handle the Trucolor Western, "Stallion Canyon," and the East Side Kids and Bela Lugosi series.

SDG Meets Tuesday

The Eastern Screen Directors Guild will hold its next regular meeting at the Park Sheraton Hotel here on Tuesday evening.

Hollywood

HOLLYWOOD, July 13. — William Keighley returns to Warner Brothers on October 1 on a long-term contract. The director worked for that studio the first 10 years of his Hollywood career, which started in 1933. . . . Fred Zinneman is to direct "The Men," dealing with rehabilitation of war veterans, for Stanley Kramer Productions. . . . Roy Rogers will star in "Thunder in God's Country," an original by Sloan Nibley purchased by Republic for Rogers' use.

•

Paul Short has acquired "Pride of Texas" for independent production, in Technicolor with Audie Murphy starred. . . . R. G. Springsteen will direct "Navajo Trail Riders," an Allan Lane vehicle, for Republic. . . . Frank McDonald has been assigned direction of "Apache Trail" and "Square Dance Jubilee" for Lippert Productions.

Cut License Fee for Drive-Ins to $500

ALBANY, N. Y., July 13.—The town board of Ulster has agreed to cut to $500 the annual license fee of $1,000 which it had proposed for drive-ins after hearing Walter Reade, Jr., and Harry Lamont protest the original fee. Reade and Lamont, who have opened drive-ins in this area recently, said that the proposed $1,000 was excessive and asked the board to consider the financial and employment benefits which outdoor theatres bring to a town.

Sobel First in Film Classics Campaign

Sam Sobel of the San Francisco branch has won first prize in Film Classics' 1949 sales, liquidation and collections drive, B. G. Kranze, sales vice-president, announces. The San Francisco office also has taken the "President's Award Plaque," which went to Seattle last year. Other prize winners were R. M. Hammond, Jr., Memphis; B. A. Slaughter, Jr., Charlotte, and Edwin Gavin, Milwaukee.

Meadow Forms New Production Company

Organization of a new production company, to be known as Noel Meadow Productions, is announced by Noel Meadow, vice-president of Vog Films, importers of foreign films.

The production company will be wholly independent of Vog, which will continue in distribution, Meadow said. First production is scheduled to get underway in September, with shooting to take place in New York.

Weinstocks Get Another

Harvey, Alexis and Louis Weinstock, sons of David Weinstock, head of Raybond Theatres, have acquired the Alvin Theatre at Guttenberg, N. J., on a long-term lease. The three operate the Midway in Brooklyn.

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The ice-cold fact is that Warner Bros. are geared to go as never before! See this week's business reports on

LOOK FOR THE SILVER LINING

COLOR BY TECHNICOLOR

from Warner Bros. and

THE FOUNTAINHEAD

from Warner Bros.

"THE FOUNTAINHEAD"
starring GARY COOPER · PATRICIA NEAL with RAYMOND MASSEY KENT SMITH
ROBERT DOUGLAS · HENRY HULL · RAY COLLINS
directed by KING VIDOR produced by HENRY BLANKE
Screen Play by AYN RAND From her Novel
Music by Max Steiner

"LOOK FOR THE SILVER LINING"
starring JUNE HAVER
RAY BOLGER · GORDON MACRAE
directed by DAVID BUTLER produced by WILLIAM JACOBS
Screen Play by Phoebe & Henry Ephron and Marian Spitzer • From a Story by Bert Kalmar & Harry Ruby
Musical Direction by Ray Heindorf

Plan Reorganization Of Mexican Industry

MEXICO CITY, July 13.—President Miguel Aleman has established an eight-point program to help the Mexican film industry help itself, following an interview with trade leaders, headed by Andres Serra Rojas, president of the trade's own bank, the Banco Nacional Cinematografico. The program provides:

Organization of a special committee of five Mexican intellectuals who will revise all scenarios for Mexican pictures; have a more extensive examination and classification of Mexican films by the National Cinematographic Commission; all Mexican pictures must have a message; make a thorough study of all economic factors of production; interchange players and directors between Mexico and various other countries; effect a definite ending of friction between the two big unions, the National Cinematographic Industry Workers and the Picture Production Workers; make a complete examination of fiscal phases of all studios of Mexico and adopt some means best to aid them, and, if necessary, dictate measures for reducing studio costs or, if circumstances warrant, close some plants.

A bleak story of the situation was told to Ramon Beteta, Secretary of Finance, by Serra Rojas, Alberto Saldaña, sub-director of the Nacional Financiera, the government's fiscal agency, and Emilio Azcarraga, important exhibitor and principal stockholder in the Churubusco studio here. They said that the studios are in a depression because while they are equipped to make 200 pictures a year, annual production is now only 80. They warned that the $11,500,000. investment in the studios is in danger because of this situation. They said the studios must make at least 194 pictures yearly to merely break even.

Arnold Pressburger and Fortunio Bohnanova have agreed to produce here, employing Mexican technicians.

J. J. McKeon, Film Producer-Exhibitor

John Joseph McKeon, early motion picture producer and board chairman of the Roxy Theatre here until his retirement 10 years ago, died Tuesday at the Hotel Biltmore, his home.

At one time associated with Sam H. Harris in theatrical productions, McKeon was also connected with Jules E. Mastbaum in the operation of the Stanley circuit in Philadelphia. Among the pictures he produced was the "Lone Wolf," starring Jack Holt. He is survived by three sisters.

Funeral Services for Al Orsatti Today

HOLLYWOOD, July 13.—Funeral services will be held tomorrow morning at Calvary Cemetery Chapel, for Al Orsatti, agency executive, 48, who died yesterday at Cedars of Lebanon Hospital from a heart attack. Brothers Vic, Ernie, Jesse the widow, a son and father survive. He had been active for 20 years in the agency founded by his brother, Frank, who died three years ago.

New Century Equipment

Century Projector Corp. has a new line of dual-channel sound amplification systems and a new water-cooled projector mechanism.

Reviews

"Follow Me Quietly"

(RKO Radio)

"FOLLOW ME QUIETLY" is a routine cops-and-killer melodrama that makes the most of the action inherent in the plot. Centering on a fanatical killer who strikes during the rain, the picture's cast is headed by William Lundigan, and Dorothy Patrick.

The screenplay, by Lillie Hayward, recounts in its opening sequences the futile attempts of detective Lundigan to snare the elusive killer known as "The Judge." To aggravate matters a little more for Lundigan, a foot-loose reporter, Miss Patrick, keeps constantly tailing him for a story. As the chase for the killer presses on, Lundigan and Miss Patrick get to know each other a little better, and hence the romantic element soon develops. The climax to the story comes when "The Judge" is finally trapped in an abandoned gas plant ridden with mazes of pipes and platforms. Some wild chases up and down steel ladders, punctuated by noisy pistol shots, serve as the prelude to the killer's final plunge to death.

Others in the cast are Jeff Corey, a detective aide to Lundigan, and Edwin Max, the killer. Under Richard O. Fleischer's direction, the picture emerges as a satisfactory little action melodrama. Herman Schlom produced.

Running time, 59 minutes. General audience classification. Release date, July 14.

MANDEL HERBSTMAN

"Johnny Stool Pigeon"

(Universal-International)

HOWARD DUFF, Shelley Winters and Dan Duryea share the lead in a rousing, adventurous yarn about narcotics agents of the Treasury Department in combat with an international gang of dope smugglers. "Johnny Stool Pigeon" is good, vigorous entertainment, and looks like a hands-down winner for any situation where patrons crave excitement.

The story, somewhat akin in development to the same company's recent "Illegal Entry," gets underway as Federal agent Duff enlists the assistance of Duryea, long-termer at Alcatraz, in reaching the narcotics ring. The two pose as dealers in drugs and set a deal with illicit traders who operate from Vancouver to Mexico. Things get hot for Duff when his true identity becomes known but Duryea rescues him in a lively climax. The production is compact and efficient, the direction deft.

Miss Winters, the girl friend of one of the dope peddlers, has a hankering for Duff but settles for the more available Duryea, whose aid in breaking the gang wins him a pardon for past offenses. Other players are Anthony Curtis, John McIntyre, Gar Moore, Leif Erickson, Barry Kelley, Hugh Reilly and Wally Maher. Robert L. Richards' screenplay, from a story by Henry Jordan, was directed by William Castle, Aaron Rosenberg produced.

Running time, 76 minutes. General audience classification. For August release.

GENE ARNEEL

MPAA Ask Coast

(Continued from page 1)

Cecil B. DeMille, chairman, participated in general discussion and a comparisón of their own findings in a recently conducted survey with those submitted by the visiting party. The session was confined largely to a general outline of objectives, with little detail on ways and means.

PCCITO to Poll Trustees On 'P.R.' Campaign Stand

SAN FRANCISCO, July 13.—Officials of the Pacific Coast Conference of Independent Theatre Owners who met here yesterday with Eric Johnston, Motion Picture Association of America president, and Francis Harmon, vice-president, stated they are personally willing to go along with the proposed industry public relations effort, which they believe to have merit, but will be unable to formally pledge themselves and their organization until all PCCITO trustees have been polled on the subject.

Rotus Harvey, chairman of the board of trustees, was authorized to make the poll of trustees to determine the organization's stand and its willingness to participate in the all-industry public relations organizing meeting during the week of August 15.

Harmon and Johnston described the meeting here as "very frank but exploratory."

Can't Hold All-Industry 'P.R.' Meeting in Colorado Springs

Industry officials have been advised that adequate hotel accommodations will not be available in Colorado Springs for the all-industry public relations organizing meeting during the week of August 15. Mackinac Island, Mich., is now under consideration.

Canada Film Imports And Exports Decline

OTTAWA, July 13.—The Canadian government reports importations of films declined to $396.000 during April of this year compared with $463,000 in the same month last year, but increased to a cumulative total of $1,364,000 during the first four months of 1949, against $1,170,000 in the corresponding period a year ago.

Exports of films from Canada declined to $440,000 during May, compared with $484,000 in the same month last year and dropped to a cumulative total of $1,510,000 in the first five months of this year against $1,714,000 in the same period a year ago.

Kodak Cuts Production

ROCHESTER, N. Y., July 13.—Production cutbacks by Eastman Kodak will put employes at the company's three local plants on a "skip-week" basis—working three weeks and laying off one—by August 1, it was announced here.

Egyptian Industry Better

CAIRO, July 10 (By Airmail).—There appears to be new life in the Egyptian film industry and all signs point to a more hopeful future. As the summer season gets under way, there are almost 250 film theatres in Egypt, including 80 in Cairo.

Short Subject

"New Adventures of Batman and Robin"

(Columbia Serial)

Based on the first two episodes of this 15-chapter two-reel serial, featuring the Batman and Robin comic-strip characters, the pair will have many exciting adventures before they discover the identity of the Wizard and capture him and his gang. Sam Katzman produced and Spencer Bennett and Durwin Abrams co-directed.

Batman and Robin this time are searching for a stolen remote-control machine. The police commissioner asks them to help find the machine and the master mind of the gang, a hooded figure known as the Wizard. This machine controls objects within a radius of 50 miles and in the hands of the Wizard and his henchmen great disorder is being created.

ABPC Report

(Continued from page 1)

clude issued capital stock and reserves, £$13,534,451; secured indebtedness, including mortgages, debentures, etc., £4,756,347; trade creditors, £1,706,798.

Warter's report observes that it is necessary to point out that production, under present hazardous conditions, is only justified by the national interest and the necessity imposed by the Quota Act. A number of films have not recovered their production costs, even before providing for distribution expenses, he said.

Warter for long has been a critic of the high quota and obviously is indicating that it is unprofitable to produce here for the present.

The fact that ABPC's film production rights are valued at £706,553, compared with £867,630 last year when less production was under way, shows that costs have been cut to the bone.

The report revealed that £7,376,944 was paid by the company in entertainment tax during the year on a gross of £19,675,739, compared with a gross of £18,842,321 in the previous year. Warter states that the industry is drifting into a serious situation due to the refusal of the Treasury to ameliorate the excessive entertainment tax burden.

Warter expressed the hope that the board of Trade will amend the existing legislation to permit some ABC theatres quota relief. He expressed the belief that the best method of meeting the problems of production and distribution of British films is by joint arrangements providing guaranteed distribution in the United States, similar to ABPC's arrangement with Warners.

Four More Pictures Classified by Legion

Four additional films have been classified by the National Legion of Decency. Rated A-1 was Screen Guild's "Arson, Inc."

Classified A-11 were Screen Guild's "Omoo-Omoo," RKO Radio's "Savage Splendor" and Universal-International's "Once More My Darling."

Loew Profit Rises

(*Continued from page* 1)

crease of $1,400,000 over the 1948 figure. Totals are after tax deductions.

In a Loew's statement issued here yesterday by Charles C. Moskowitz, vice-president and treasurer, it was disclosed that for the 12 weeks ended last June 9, gross sales and operating revenues were estimated at $43,427,000, compared with $43,356,000 for the same period last year.

For the 40 weeks ended on June 9, net profit before Federal taxes of $3,480,000 totaled $9,156,162, against $8,681,908, after Federal taxes of $3,261,000 for the identical period in 1948.

From the operating profit of $14,448,930 for the 40 weeks ended last June 9, $1,600,000 was reserved for contingencies and $3,692,768 for depreciation; from the operating profit of $13,701,312 in 1948, $1,600,000 was also reserved for contingencies and $3,419,440 for depreciation.

The company's net includes its share of the undistributed earnings of partly owned subsidiaries for the 40 weeks ended June 9, of $368,613, compared with $661,287 for the same period last year.

SMPE Calls Meet

(*Continued from page* 1)

America and, probably, the Society of Independent Motion Picture Producers. It was said here yesterday that Allied States and various regional and state organizations also have been asked to participate.

The meeting's purpose is to get started on a reply to the FCC's bid for information on what radio frequency or coaxial cable facilities theatres require and how they would be used.

TOA, it is understood, will insist on allocation of a radio frequency for theatre video possibly with some opposition to be voiced by other interests favoring the use of telephone or cable.

Stymie Para. Deal

(*Continued from page* 1)

bought that it has become a problem to absorb it all." He said he had advised Paramount's James J. Donohue, Central division manager, and Ben Blotcky, Minneapolis branch manager, of that condition when they met with him two weeks ago.

Refuting the Burke claim, another major distributor charged that TA is buying a lot of 'cheap' rental pictures and allowing big box-office attractions to lay on the distributors' shelves "to knock down" rental terms.

Meantime, there is no definite date set for further discussions.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

German Quota

(*Continued from page* 1)

head urged the State Department "to take the strongest possible stand" agianst imposition of any film quota in Germany.

MPAA officials said they thought the quota under consideration covered the French zone as well as the British and American zones.

Johnston took advantage of the opportunity for another dig at the British. "We know from actual experience," he said, "that film quotas are detrimental to the home industry because of the universal character of the motion picture. Good pictures are made where there is competition and not where there is artificial protection. The classic example of this is Great Britain, which has followed a policy of imposing restrictions and higher quotas on films since the war. This excessive quota has proved a boomerang and the film industry in Britain today is the unhappy victim of its own restrictive folly. By contrast, Italy, which has no quota, is experiencing a renaissance in the motion picture art, and the Italian industry is expanding and growing."

Johnston's letter said that "American foreign policy rests on the solid foundation of freer exchange of information among peoples and more liberal trade among nations. If we now sanction film quotas for Germany, we would be abandoning these principles and instead endorsing a policy of restriction and suppression which is plaguing world recovery."

Mochrie Sees Upturn

(*Continued from page* 1)

business in general would react to "the increasing tempo that show business reflects." He declared that the industry, in addition to the country's general economic tendency, has also suffered from an accumulation of ailments starting a couple of years ago. He cited the loss of the foreign market, frozen funds, and "unthinking and unsympathetic writers, who harp on the weaker product and almost ignoring the many, many fine pictures that are being released."

Announcing the product roster for forthcoming months, Mochrie said: "I can assure you I approach the new season with optimism and faith that there is no business like show business when you have top product for your exhibitor customers."

Among the pictures cited were "The Big Steal," with Robert Mitchum and Jane Greer; "Mighty Joe Young," with Ben Johnson and Terry Moore; "She Wore a Yellow Ribbon," directed by John Ford, in Technicolor and starring John Wayne and Joanne Dru; "I Married a Communist," Robert Ryan, Laraine Day; Samuel Goldwyn's "Roseanna McCoy," Farley Granger, Charles Bickford; "Savage Splendor," a story of Africa; "Interference," Victor Mature and Lucille Ball.

For Fall release are Howard Hughes' "The Outlaw," with Jane Russell; Walt Disney's "Ichabod and Mr. Toad," an all-cartoon Technicolor film with Bing Crosby on the sound track; "Love Is Big Business," Claudette Colbert, Robert Young; Howard Hughes' "Mad Wednesday," with Harold Lloyd; "Weep No More," with Joseph Cotten and Valli; "They Live By Night," Cathy O'Donnell, Farley Granger; a new Robert Mitchum film; "The Man on the Eiffel Tower," in Ansco color, with Charles Laughton, Franchot Tone.

20th's 'P.R.' Meet

(*Continued from page* 1)

lying areas, 20th Century-Fox is inviting advertising chiefs of major circuits based on New York, while the company's field staff of ad-publicity men will be present to integrate campaign plans with theatre and circuit representatives in their territories.

A roster of important industry names who will address the 60 on general industry problems and public relations is currently being drawn up.

The 20th Century-Fox studio in Hollywood is rushing completion of prints for the special showings of product to be held during the New York meetings. The ad chiefs will be given an opportunity to join with the home office advertising-publicity department on first-hand planning of picture campaigns.

Announcements as to company policy, product and advertising-publicity plans will be made at the meeting, which will be addressed by vice-presidents A. W. Smith, Jr., and Al Lichtman. Charles Einfeld, vice-president in charge of advertising-publicity, will preside at the meetings and guide the discussion during each phase of the three-day agenda.

Ernst Hits Again

WASHINGTON, July 13. — Morris Ernst, lawyer, told a House Judiciary Sub-committee investigating monopoly today that "New York City dominates the folkways of the nations," and said that this was because four networks dominate the airwaves, three press associations dominate the newspaper, and "five motion picture companies dominate the screen."

Ernst has been a frequent critic of monopoly in the film industry.

Tax Cuts Proposed

(*Continued from page* 1)

and that attention should now be concentrated on cutting excises which would lose the Treasury less revenue.

Both House Ways and Means Committee Chairman Doughton and Senate Finance Committee Chairman George have indicated they do not favor moving any tax bill at all this year, and the only possibility for any action on excises is in the form of an amendment to some other revenue measure. The Senate Finance Committee has already tacked on an excise cut amendment to a bill giving the Bureau of Internal Revenue subpoena power in certain industrial alcohol cases, but this bill will probably never be brought to the Senate floor.

Johnson on Tax Cut

(*Continued from page* 1)

it, and so I have introduced a bill in Congress, and the Senate Finance Committee has approved it, to cut these taxes in half."

Johnson added: "That's not quite as far as I should like to go but perhaps it's as far as we can go at this time. Next year we ought to be able to eliminate them completely."

Seltzer to WNYC-TV

Leo Seltzer, winner of the 1943 Academy Award for documentaries, has joined WNYC-TV as production supervisor, it is announced by Clifford Evans, director.

Providence Has Video

PROVIDENCE, July 13.—WJAR-TV went on the air here this week after postponements covering eight months.

MAKE YOUR LIFE A
Smooth
Proposition

One of the loveliest houses in Fairfield County. So carefully designed for easy, economical operation that two help, one inside, one outside can take care of all the work. Designed to whisk away the wearisome details of living. Let's take a look at the vital statistics:

LOCATION: New Canaan, Connecticut. Exclusive residential community. 2 miles from station, schools, clubs and shopping facilities. 45 miles from N. Y. C.

GROUNDS: 9 acres with 315 ft. frontage on macadam road. Divided into woodland and carefully landscaped lawns and gardens. Dogwood trees border driveway. Elm, oak, magnolia and tulip trees. Lilac bushes and box hedges. Formal garden with fountain, Japanese cherry trees and flowering almond. **RESIDENCE:** 14 rooms and 4 baths (5 MBR, 4b; 2 sbr, b). Built in 1931. Remodeled, redecorated and exterior repainted in 1946. Stone and stucco construction with bleached oak trim. Heavy slate roof. Metal casement windows; leaded glass. Copper leaders, gutters and screens. Brass plumbing. 2-car garage attached.

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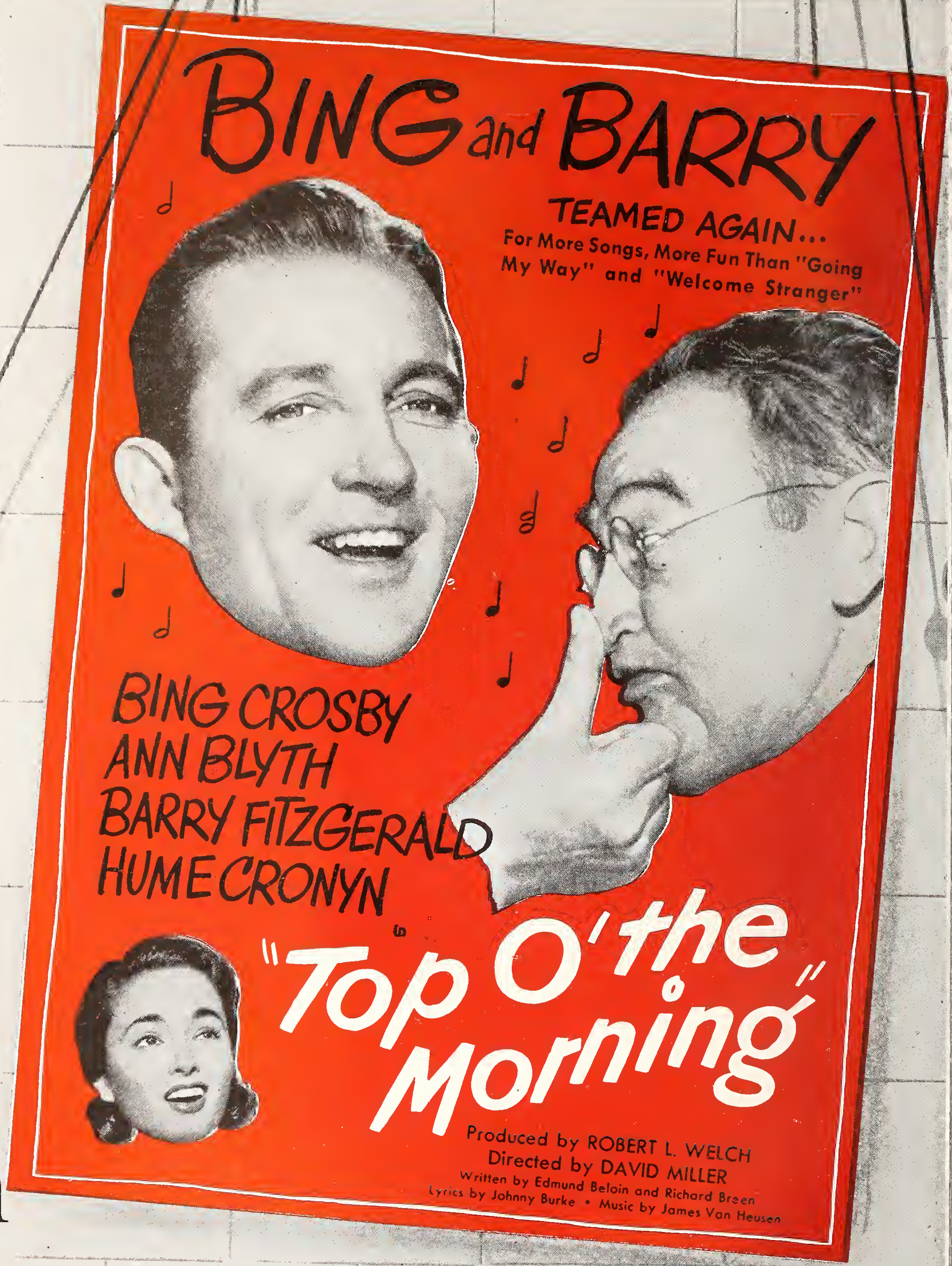
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ANN BLYTH
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HUME CRONYN
in
"Top O' the Morning"
Produced by ROBERT L. WELCH
Directed by DAVID MILLER
Written by Edmund Beloin and Richard Breen
Lyrics by Johnny Burke • Music by James Van Heusen

Sign Up! for the top Gold Rush hit that celebrates Paramount Week

SEPT. 4-10

On Every Screen In The Land, During Paramount Week

Paramount Pictures

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66, NO. 10 NEW YORK, U.S.A., FRIDAY, JULY 15, 1949 TEN CENTS

NEFC Leaders To Meet on Incorporating

Will Clear Plans Through D. of J. to Avert Trouble

Executive committee of the newly-formed National Exhibitors Film Co. will meet during the last week in July at the Waldorf-Astoria to approve the articles of incorporation and other corporate matters prior to a meeting at a later date of all stockholders of the financing organization when the board of directors and officers presumably will be elected.

NEFC, following the executive committee session, will ask the Department of Justice to inspect the bylaws in order to avert any possible legal trouble when the organization actually starts functioning. Attorneys are said to be close to a final draft of the incorporation papers.

Executive committee members are: S. H. Fabian, who is also NEFC president; Sam Pinanski, committee chairman, and Ted R. Gamble, Edwin Silverman, J. Myer Schine, Frank C. Walker, M. A. Lightman, Harry C. Arthur, Fred Schwartz and Sherrill Corwin.

MPIC Accepts Bid to August 'P. R.' Parley

Hollywood, July 14.—Motion Picture Industry Council last night accepted Motion Picture Association of America community relations committee's invitation to send two representatives to an exploratory meeting, to be held in mid-August, at which all exhibitor and other organizations previously contacted by the committee will confer on ways and means to establish an over-all industry organization designed to improve public relations.

Ned E. Depinet, RKO president and

(*Continued on page* 6)

'Outlaw' No Factor in Hughes-MPAA Suit

Neither party to the Howard Hughes anti-trust action against the Motion Picture Association of America would be prejudiced by whatever new action MPAA takes on a Production Code seal for Hughes' "The Outlaw." This was agreed to by both sides in a stipulation filed in New

(*Continued on page* 6)

Army Shocked By German Quota Threat

Washington, July 14.—News that the Joint Import and Export Agency in Germany is contemplating a quota on film imports came as a shock to War Department officials here.

MPAA president Eric Johnston's letter to Secretary of State Dean Acheson protesting such a quota was a "bombshell" at the Pentagon, one Army spokesman said. He made it clear that AMG and Army officials here have had absolutely no inkling that such a move is being considered. Queries to the Pentagon set off a series of cables to Germany, and the

(*Continued on page* 6)

M-G-M Will Produce Seven Films Abroad

Hollywood, July 14.—Eight foreign location sites have been lined up for seven M-G-M films to be produced within the next year or 18 months, according to company studio executives. The sites are in England, France, Italy, Tahiti, Cuba, India and Africa. Each of the pictures will be "top budget" productions.

Scheduled for production on foreign soil are "An American in Paris," to be made in France by Arthur Freed, who will also start fall production on

(*Continued on page* 6)

U. S. Films Not on List of Britain's Import Reductions

London, July 14.—Motion pictures, as anticipated, are not among the importations which Britain will be required to do with less of.

Sir Stafford Cripps, Chancellor of the Exchequer, announcing the government's extensive new austerity program today revealed that reduced imports of such items as sugar, tobacco, timber and steel will be ordered. There was no reference to films.

Government officials earlier had assured the Motion Picture Association of America that film imports would not be further reduced in the present emergency and that the government would honor the terms of the 1948 monetary agreement with the American industry.

Nevertheless, American executives here were greatly relieved when Cripp's announcement confirmed the earlier advice, crediting the motion picture immunity in the present crisis to the agreement worked out by Eric Johnston, MPAA president, and James A. Mulvey, representative of the Society of Independent Motion Picture Producers with Treasury and other government officials last year.

Celler Asks Johnston To Monopoly Probe

Washington, July 14.—House Judiciary Committee Chairman Celler said he has definitely invited MPAA president Eric Johnston to testify before his sub-committee, investigating monopoly, but that he had not yet received any answer.

Celler said he wanted to "balance off" Johnston and SIMPP president Ellis Arnall, who is scheduled to testify on July 20.

The Story of Production In a Series Over CBS

Motion picture production will be taken up in a series of five 15-minute programs, titled "You and Hollywood," to be heard each weekday evening at 6:15 EDT, beginning July 25 over Columbia Broadcasting. The series will originate in the studios of CBS's Hollywood station, KNX. It will be in the form of a symposium on the creative side of Hollywood, with the subject divided into five phases.

On the first broadcast, Jerry Wald, winner of the 1948 Thalberg Award for production achievement, will discuss the producer's role from an over-

(*Continued on page* 6)

Three Appeal K-B Partnership Ruling

Washington, July 14.—All three parties involved in the K-B Amusement Co. suit here will have filed appeals from District Judge Matthew McGuire's decision by the end of next week.

McGuire dismissed a suit by K-B to force Warner's Stanley Co. to sell to K-B its interest in the jointly-operated MacArthur Theatre under terms of

(*Continued on page* 6)

Joint Industry Theatre-TV Stand Is Urged

Sullivan Wants All in FCC Bid for Channels

Proposal for an all-embracing industry bid for exclusive radio channels for theatre television was advanced here yesterday by Gael Sullivan, executive director of the Theatre Owners of America, at a meeting called by the Society of Motion Picture Engineers and attended by representatives of other groups, including the Motion Picture Association of America and Allied States.

Sullivan's idea is to bring the various industry groups represented at the session, in addition to the Pacific Coast Conference of Independent Theatre Owners, under the same roof in the theatre TV field insofar as representations to the Federal Communications Commission are concerned. He would urge FCC allocation of exclusive radio channels for theatre television with the entire industry backing the motion and pointing up the public interest which such a project would serve.

Yesterday's meeting, which was

(*Continued on page* 6)

Small-E-L Deal Is Delayed for Weeks

A decision in the negotiations for turning over control of Eagle-Lion to Edward Small will be delayed for two to four weeks while details of the main proposals are ironed out for the principals, it was stated here yesterday. Accordingly, no meetings are scheduled for the immediate future.

Serge Semenenko, vice-president of the First National Bank of Boston, who has been a major factor in the negotiations, is scheduled to leave here

(*Continued on page* 6)

Hardiman Wins QP Showmanship Award

Jim Hardiman, manager of the Odeon Theatre in London, Ontario, was the winner, and Charlie Doctor, manager of the Capitol in Vancouver won second place in the second quarterly Showmanship Awards conducted by the *Managers Round Table* of Motion Picture Herald.

Judges of the contest were: exploi-

(*Continued on page* 6)

Personal Mention

HARRY M. KALMINE, Warner Theatres president, and RUDY WEISS, head of the real estate department, will return here today from Wilmington and Philadelphia.

•

HAROLD BOXALL London Film Productions managing director, and MRS. BOXALL; CARL DUDLEY, Dudley Pictures Corp. director, and MRS. DUDLEY, and CHARLES MILLER, Music Corp. of America vice-president, are among the passengers leaving here today for Europe aboard the *S. S. Queen Elizabeth*.

•

EDWARD L. WALTON, Republic assistant general sales manager, is in Portland, Ore., today on a country-wide tour of exchanges from which he will return to New York on July 27.

•

WILLIAM NEDLEY, M-G-M booker at Omaha, is the father of a son, named after the grandfather, CARL PAT NEDLEY, M-G-M manager at Salt Lake City.

•

DORE SCHARY, M-G-M production vice-president, will be host tomorrow at a studio luncheon for DR. RALPH BUNCHE, United Nations mediator in Israel.

•

ARNOLD JOHNSON, owner of the Iowa and Onawa theatres at Onawa, Ia., and MRS. JOHNSON are the parents of a second son, born on July 4.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, returned here yesterday from Biloxi, Miss.

•

ED RUFF, Motion Picture Sales Corp. New England sales manager, left here yesterday for Buffalo.

•

DAN FRIENDLY, RKO vaudeville booker, is in Chicago from New York and will return Monday.

•

E. M. SAUNDERS, M-G-M assistant general sales manager, will leave here today for a vacation.

•

SAM GALANTY, Columbia Mideast division manager, has left here for Cincinnati.

To Picket U-I Opening

The premiere of Universal-International's "Yes Sir, That's My Baby," in Chicago on August 10 will be picketed, the Screen Publicists Guild advised Nate Blumberg, the company's president, in a letter yesterday. SPG recently notified several other company heads that openings would be picketed, unless the "dispute which now exists is settled satisafctorily."

$12,000 for 'Gatsby'

"The Great Gatsby," Paramount's new Alan Ladd film, on Wednesday gave New York's Paramount Theatre "one of its biggest non-holdiay opening days in three years," the company said yesterday. It is understood the picture grossed $12,000 on that day.

Insider's Outlook

By RED KANN

PLUS Sign No. 1: The Loew financial report for the 40 weeks to June 9. Net income for the period stands at $5,160,773, an increase of $431,710 over the comparative net of $4,729,063. This places the company only $148,886 short of its total net for the entire preceding year with 12 weeks to go. It would be decidedly surprising if the profit for the year closing out August 31 fails to run ahead of the previous year.

Not without significance is the curve in gross sales and operating revenue. These items, combining film distribution and theatre receipts, show a slight gain—it's only $71,000—but a gain. For the current 40 weeks, gross income is estimated at $43,427,000. For the same period last year, it was $43,356,000.

Footnote to this was provided by Mike Simons, a herald for Loew's, at the Biloxi convention of Mississippi Theatre Owners. There, he said, intensive merchandising has sent box-office returns ahead of last year.

■

Sign No. 2: A bit more on what Bob Mochrie told the RKO delegates in Buffalo:

"It takes very little in our business to turn the tide from pessimism to optimism, or vice-versa. Since the beginning, our business has suffered lapses into the blue moods of depression, but it has only needed the hypodermic of one or two oustanding box-office attractions to turn it back into the rosy-cheeked optimism that is as essential to show business as is enthusiasm, advertising and a desire to enjoy life.

"All of us . . . have barometers . . . and mine distinctly records fair weather ahead. . . . Already I see in many sections of the country a definite upturn in the box-office grosses and I say that we will go into the second half of this year with optimism, confidence and full steam ahead."

Sign No. 3: Nice jump in Republic's net for the first half of its fiscal year. Current net: $504,466. Comparative net: $236,832. Increase: $267,634.

"Wake of the Red Witch," released in this period, was substantially responsible. The attraction did very well.

■ ■

Tip on "Pinky," Zanuck-produced attraction, which deals with "the inflammable topic of the Negro in American life."

" . . . our film will present no one point of view as the definitive one. We try to tell a complete personal story. . . . We have tried to present [the facts] fairly and objectively as we have tried to avoid preaching and confine ourselves to the facts. . . . But I would not give the impression that we have remained completely neutral because neutrality is as sterile dramatically as it is politically. . . . In our case, I feel that I can safely predict that no member of the Ku Klux Klan will find our film either entertaining or edifying. . . . We are propagandists only insofar as we insist that every human being is entitled to personal freedom and dignity."

These remarks are Philip Dunne's, co-author of the screenplay with Dudley Nichols.

■ ■

The anything-for-a-buck theory of exhibition is flirting with good taste again. This time the Ambassador theatre has been trying to excite New York ticket buyers' palates for "Marked Girls," a French import handled by Siritzky International, with sensational illustration and lurid catchline in newspaper advertising.

It's old, old stuff. Theatremen who know something about compensating values gave up the idea years ago.

Coast Owners Pledge Para. Drive Support

Representative exhibitors of Southern California have pledged their support to "Paramount's Gold Rush of '49" sales campaign which will get under way with "Paramount Week" on September 4 and continue for 13 weeks, the company reports.

Support was pledged by circuit and independent exhibitors at a luncheon attended by 250, including Paramount stars and the entire personnel of the Los Angeles Paramount branch.

Sears Returning East

Gradwell Sears, president of United Artists, is due back in New York over the weekend from the coast where he conferred with co-owners Mary Pickford and Charles Chaplin on fiscal affairs of the company. It was his second visit to Hollywood in the past month.

Move Back Premiere

World premiere for "Love Happy," United Artists release starring the Marx brothers, set for the Palm Theatre, Detroit, will be on July 28.

Set Para. Division Heads Meet July 28

A. W. Schwalberg, Paramount vice-president in charge of sales, has called a meeting of all division managers, including Gordon Lightstone of the Canadian territory, at the home office on July 28 for a discussion of new product and campaigns.

The new Paramount plan of selling the balance of the company's line-up for this year to outlying accounts, which Paramount feels has made good progress already, may be further advanced at the session, although it is not specifically on the agenda.

Youngstein to Chicago

Max E. Youngstein, Paramount advertising-publicity director, and Victor Ratner, Columbia Broadcasting System advertising-sales promotion vice-president, left here yesterday for Chicago, where they will confer with executives of Lever Bros., sponsors of the radio serial "My Friend Irma" from which Paramount made a film, on promotion plans for the picture.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
in Person PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

EDWARD G. ROBINSON SUSAN HAYWARD RICHARD CONTE
"HOUSE OF STRANGERS"
A 20th Century-Fox Picture
On Variety Stage—Janet Blair - Herb Shriner
On Ice Stage—"Slaughter on Tenth Avenue" starring Carol Lynne
ROXY 7th Ave. & 50th St.

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Mochrie Opens 2nd RKO Sales Meeting

TORONTO, July 14.—RKO Radio's second in a series of five regional sales meetings got under-way here today at the Royal York Hotel, with Robert Mochrie, sales vice-president, presiding. Also from the home office were Charles Boasberg, North-South division manager and his assistant, Carl Peppercorn; Harry Michalson, short subject sales manager; Aage A. Schubart, manager of exchange operations and M. G. Poller, assistant to Mochrie.

Leo M. Devaney was presented with the "President's Prize" for the best showing among the company's various districts in the 1949 "Ned Depinet Drive." Also from Toronto were Ted Carey, assistant to Devaney, and Jack Bernstein, branch manager.

Other Canadian branches represented were: Montreal, Murray L. Devaney; Calgary, Arthur Elliott; St. John, Harry Cohen; Vancouver, J. F. Davie; Winnipeg, Meyer Nackimson.

Discussions of new RKO Radio product and sales procedure will continue tomorrow.

Chicago Loop Likes Vaudeville's Return

CHICAGO, July 14.—A packed theatre and a highly enthusiastic audience greeted the opening show at the RKO Palace here today, which returned to eight acts of vaudeville after 10 years of a straight film policy.

Using the same show that opened at the RKO Palace, New York, each act received spontaneous applause. Large hold-out crowds in both lobby and street gave indications that the newly-renovated Palace has a successful new policy. Evening prices have been reduced to 80 cents week-days, with one vaudeville package planned each month. Opening feature is RKO's "The Judge Steps Out."

Cincinnati Record With Vaudeville

CINCINNATI, July 14.—The New York Palace Theatre eight-act vaudeville show, which brought stage shows back to the RKO Albee here is expected to establish a gross record of $33,000 for recent periods.

Minter to U. S. for Distribution Deals

LONDON, July 14.—George Minter, head of Renown Pictures, British production-distribution organization, will leave here Sunday by plane for New York and Hollywood, where he plans to discuss distribution arrangements for a number of pictures already completed or in production.

One of the films is his "No Orchids for Miss Blandish," a picture based on American gangsters which raised a controversy here upon its release. Other films for which he seeks American distribution are "Glass Mountain," now playing the ABC circuit here, and "Three Men and a Girl" and "Her Favorite Husband," both in production.

'Art' Theatres Prosper

TORONTO, July 14.—Toronto's class theatres continue to hold their special attractions despite the summer lull. "Quartet" is now in its 14th week at the International Cinema, the original "art" theatre here, while "Paisan" remains for a sixth week at the Towne Cinema, which was opened last May.

Reviews

"The Great Dan Patch"

Frank—United Artists

THE STORY of Dan Patch, the famous trotting horse who captured world attention during the early stretch of this century, has been made into an appealing picture. It has an unpretentious quality, and except for occasional bursts of excitement, unfolds leisurely. Along with the story of the celebrated horse there also runs the story of a romantic triangle involving Dennis O'Keefe, Gail Russell and Ruth Warrick. Although made of common plot ingredients, all in all it emerges as a touching picture.

The screenplay, by John Taintor Foote, details how the pacer was raised, trained, went on to win victory after victory, and finally was retired in glory and triumph. As for O'Keefe, who inherited his love of horses from his father, Henry Hull, he seems constantly embroiled in misunderstandings with his socially-pretentious wife, Miss Warrick, who has nothing but dislike for the four-legged animals. All the while Miss Russell, trainer of the horse, is secretly in love with O'Keefe. Thus when the final break comes between O'Keefe and his wife, the way is paved for his marriage to Miss Russell and the rearing of a happy, horse-loving family.

Others in the cast include the well-remembered, rubber-legged Charlotte Greenwood who plays O'Keefe's aunt, and John Hoyt, a trainer and Miss Russell's father. W. R. Frank was executive producer; Foote produced, and Joe Newman directed. A sepia tint gives a helpful touch.

Running time, 94 minutes. General audience classification. Release date, July 22.

MANDEL HERBSTMAN

"Once Upon a Dream"

Rank—Eagle-Lion

BETWEEN interminable sessions of tea and talk some highly amusing comedy transpires in J. Arthur Rank's production of "Once Upon a Dream." The picture is very leisurely in pace and very British in dialogue, but offers some subtle satisfactions for discriminating filmgoers. Googie Withers, Griffith Jones and Guy Middleton form the triangle around which the events revolve.

For the most part the screenplay, by Patrick Kirwan and Victor Katona, is a comedy of errors. It has Middleton, an army major awaiting demobilization, send his orderly to his home to look after things. Miss Withers, the major's wife, soon finds the orderly indispensable, for he is the perfect servant, whether it comes to cooking a tasty meal, mixing a cocktail, or taking care of the garden flowers. The trouble arises when Miss Withers has a dream in which the impeccably-behaved orderly becomes quite a romantic young man, and through a coincidence, she is led to believe the dream was an actuality. It is easy to see that this can result in complications, and it does. Upon Middleton's demobilization, he is not only faced with the dilemma arising from his wife's fantasy, but there is also the vexing problem of a dress shop, run by his wife, which is about to fall into bankruptcy. Events proceed in an amusing merry-go-round till a happy solution arrives. A Sydney Box production, it was produced by Anthony Darnborough and directed by Ralph Thomas. Performances are good all around.

Running time, 87 minutes. General audience classification. Release date, not set.

M. H.

Sees Color Video in Thirty Months

WASHINGTON, July 14.—Edwin M. Webster, a Federal Communications Commissioner, said the public can have color television in two-and-a-half years, if all goes well.

He said the Commission's freeze on channel broadcasting and its ban on color probably will be lifted about January 1. He said its decision on color standards, to be based on hearings scheduled here for August 29, would be issued at about that time.

Webster said he believes sets and broadcasting stations can be modified at moderate cost for color programs, and that color broadcasts could be picked up by present receivers.

Raise Appropriation Of Anti-trust Unit

WASHINGTON, July 14.—Members of the House and Senate Appropriations Committee have agreed on a substantial increase in funds for the Justice Department's anti-trust division for operations during 1949-50.

The anti-trust division asked for $3,650,000, for the year ending June 30, 1950, compared with $3,411,700 for the 1949 fiscal year. The House raised this to $3,750,000, the Senate cut it back to $3,650,000, and the final House-Senate version goes back to the House figure.

Laboratory Strike Threatens Industry

A membership meeting for the purpose of taking a strike vote has been called by the Motion Picture Laboratory Technicians, Local 702, IATSE, at the Manhattan Center here tomorrow, John Francavilla, president and business representative, disclosed yesterday.

Negotiations which have been carried on with the companies since April, have come to a standstill. Old contracts expired June 19. The strike would not only affect the industry, but television as well, because a large portion of video programs is made up of films which are developed in the East.

Allen-Tone-RKO Deal Off

HOLLYWOOD, July 14.—The deal for Irving Allen and Franchot Tone to produce "The White Tower" independently for RKO release has been called off because of casting problems, and RKO Radio, which owns screen rights to the property, has taken the project back with the understanding that Allen will produce it at RKO.

Warner Star at Albany

ALBANY, N. Y., July 14.—Virginia Mayo will make a personal appearance here at the Warner's Strand, on July 20, in connection with the opening of Warner's "The Girl from Jones Beach."

Three More Sessions Quit; Four Still On

Washington, July 14.—Ohio, Massachusetts, New Hampshire and Florida are the only legislatures still in session, Texas, Illinois and Wisconsin having adjourned, all without any legislation harmful to the industry,. according to Jack Bryson, legislative representative at the Washington office of the Motion Picture Association of America.

Good Budget Films Needed: A. Schenck

Many producers in Hollywod are too interested in making Academy Award pictures and have all but forgotten how to make "bread and butter" pictures with strong box-office ingredients at reasonable budgets, Aubrey Schenck, executive producer at Eagle-Lion, asserted here.

Schenck was here for location shooting on "Port of New York." Citing his latest film as an example, Schenck said it would cost "a reasonable $450,000," which leaves a wide margin in the budget for effective advertising and promotion.

"We at Eagle-Lion are in a particularly advantageous position," he declared, "since we are geared right now to make budget pictures, the kind of pictures that conform with exhibition experience and don't take the shirt off the theatre man's back." Once his company is given the green light for full-scale production, Schenck feels confident that it can return almost immediately to filling its regular quota of pictures, which means an output of about 15 "A" features a year.

Declaring that "producers have a lot to learn about the exhibitors' and distributors' part of the business," he deplored the recent round-table on the industry in *Life* Magazine and said it was "unfortunate that men like Schary and Mankiewicz see fit to wash Hollywood's dirty linen in public."

DeMille Waives Rule; Brewer Heads MPIC

HOLLYWOOD, July 14.—On a motion by Motion Picture Industry Council chairman Cecil B. DeMille that rules be waived due to his impending absence from the city, co-chairman Ronald Reagan was made chairman at a meeting last night and IATSE international representative Roy Brewer was elected co-chairman. Due to Reagan's present hospitalization following a leg injury, Brewer will become acting chairman immediately and will preside at the Council's next meeting in the second week in September.

Brewer led the Hollywood AFL Film Council's walk-out from MPIC several months ago in dissatisfaction with the election of DeMille to the chairmanship, and took the AFLFC back into the organization when the co-chairmanship was established with Reagan, Screen Actors Guild president, elected. Dore Schary, MPIC's first chairman, last night offered a resolution, unanimously adopted, praising DeMille's administration and his action in waiving rules to permit the present change.

SMOOTH SAIL

IT'S THE TALK OF THE INDUSTRY HOW 20th KEEPS DELIVERING! THERE'S NO END TO THE BIG ONES FROM THE HARDEST WORKING COMPANY!

COME TO THE STABLE · WILL JAMES' SAND · HOUSE OF STRANGERS · YOU'RE MY EVERYTHING · IT HAPPENS EVERY SPRING · MR. BELVEDERE GOES TO COLLEGE · THE BEAUTIFUL BLONDE · CANADIAN PACIFIC · A LETTER TO THREE WIVES · THE SNAKE PIT

THERE'S
NO
BUSINESS
LIKE
THE

ING!!!
20 CENTURY-FOX
20th CENTURY-FOX
BUSINESS!
THE

Theatre-TV Stand

(*Continued from page 1*)

held in the Eastman Kodak offices of Donald D. Hyndman, SMPE video committee chairman, was designed to draft an outline to be followed in answer to the questions which the FCC had put to SMPE, 20th Century-Fox and Paramount on what specific video facilities the industry wanted and how they would be used. In addition to formal, individual statements to the FCC by the three recipients of the FCC's queries, it was decided that the all-industry appeal for television channels would be taken under consideration.

It was made clear that additional meetings of producer, exhibitor, manufacturer and common carrier representatives would be required, particularly in view of the "unknown factors" to be considered in the reply to the FCC from the engineering standpoint.

Wants United Front

It is understood that Sullivan, who left for Washington immediately following the meeting and could not be reached for comment, called for statements of policy by all branches of the industry in behalf of theatre video. He told the meeting that "everyone should unite and show cause" why the FCC should grant necessary air space and that with showmanship theatre video will become an accomplished fact.

Sullivan's plan, in its present state, would have groups of theatres in various areas throughout the country offering perhaps two hours of video programming per day on some sort of cooperative basis, using topical events of local interest and whatever other subject matter could be developed. The programming could be before the regular film show or slotted into the regular program.

Sees Color for Theatres

The need for "advanced thinking" in industry plans for theatre video was pointed up by Dr. Alfred N. Goldsmith, prominent video consultant, who suggested that possibly theatres alone could afford a high definition system of color television perhaps beyond the reach of commercial television broadcasters.

In addition to the aforementioned, those present included: Irving Dollinger, regional vice-president of Allied States; Taylor Mills, MPAA; N. L. Halpern, Fabian Theatres; D. John Phillips, Metropolitan Motion Picture Theatres Association; Frank Cahill, Jr., Warners; Ralph Cohn, Columbia; Lewis Blumberg, Universal-International; E. I. Sponable, president of SMPE, of 20th-Fox; Marcus Cohen, TOA; G. L. Beers, Radio Corp. of America; A. G. Jensen, Bell Telephone Laboratories, and R. L. Garmen, General Precision Laboratories.

RKO RADIO PICTURES, Inc.
NEW YORK
Trade Showing of
"FOLLOW ME QUIETLY"
RKO Screening Room
630 Ninth Avenue
TUESDAY, JULY 19
at 2:30 P.M.

Army Shocked

(*Continued from page 1*)

answers probably will not come in for a day or more.

It was believed here that MPAA's information came from Arthur Mayer, AMG film official in Germany, and that Mayer and Col. Gordon Textor, AMG information officer there, are working to stymie the move.

Speculation at the War Department and in trade circles here was that the move was either British or German inspired, designed both to keep the U. S. film industry from piling up dollar balances to be paid for later by the Germans, and also to protect the German film industry.

The two big question-marks which Johnston's letter to Acheson did not answer and which MPAA officials here frankly admit they don't have the answer to are: 1) Who started the quota move and 2), How far has it actually gone.

Seven Films Abroad

(*Continued from page 1*)

"Tahiti" on the island of the same name. Sam Zimbalist has already announced filming of "King Solomon's Mines" for Africa, starting in November. Leon Gordon has scheduled production of "Kim" for India early next spring. Sam Marx, who recently returned from Havana and Washington and conferences with officials of both governments, has completed plans to film "Visa" in Cuba.

Two on producer Sidney Franklin's slate will be made at the company's British studio at Boreham Woods, Herts, namely the "Mrs. Miniver" sequel, and "Young Bess." Henry C. Potter, who will direct the first, arrived in New York today and will leave tomorrow by air for London to start preliminary work. Walter Pidgeon, who will appear opposite Greer Garson in it, will arrive in New York August 15, enroute to London. September 1 has been designated as the starting date for the production. Franklin will leave for the East on July 17, and will sail July 22 for London.

Arthur Hornblow, Jr., will produce "Quo Vadis" in Italy next spring. E. J. Mannix, production executive, returned from Italy Tuesday and is now conferring in New York with Nicholas M. Schenck, president; Louis B. Mayer, head of production, and home office executives on progress made in Italy so far on the picture.

Hardiman Wins

(*Continued from page 1*)

tation director of Eagle-Lion; Montague Salmon, managing director of the New York Rivoli Theatre, and Sid Mesibov, exploitation director of Paramount.

Seven won special citations, each receiving a QP Scroll of Honor, listed alphabetically as follows:

Carl Doty, Wisconsin Theatre, Milwaukee; Ned Glaser, Roosevelt Theatre, Union City, N. J.; Alice Gorham, United Theatres, Detroit, Mich.; W. T. Hastings, Orpheum Theatre, Denver; P. E. McCoy, Miller Theatre, Augusta, Ga.; Goodwin Sable, RKO Keith's Theatre, Dayton; Joe Sommers, Strand Theatre, Freehold, N. J.

3-City Bow for 'Johnny'

Simultaneous premieres for Universal-International's "Johnny Stool Pigeon" have been set for July 27 at San Francisco, Vancouver and Tucson.

Story of Production

(*Continued from page 1*)

all viewpoint. On July 26, Ronald Reagan, president of the Screen Actors Guild, will talk about "The Actor," discussing the method of selecting stars, the requirements for acting and what the performer thinks is necessary for a good performance and a good picture.

On July 27, Emmet Lavery, now with 20th Century-Fox, will discuss "The Work of the Screen Writer" and how he contributes to the artistic values of a film. The July 28 show will present Clarence Slifer on "Special Effects," in which he specializes. Slifer won an Academy Award for the special effects in Selznick's "Portrait of Jenny." The final program, on July 29, will have Kenneth McGowan, producer, critic, writer and now chairman of the Department of Theatre Arts at the University of Southern California, in a talk on the "Social Impact of the Movies."

The discussions will be in the form of a conversation-interview with Dwight Cooke of CBS. Leon Levine will produce the series.

MPIC Accepts Bid

(*Continued from page 1*)

chairman of the MPAA committee, addressed the MPIC meeting, as did Eric Johnston and Francis Harmon, MPAA president and vice-president, repeating the general outline of the purposes and objectives previously discussed with exhibitor groups.

An MPIC spokesman said last night's invitation was accepted merely as a bid to attend the exploratory meeting, and does not commit MPIC beyond that point, although the membership was in wholesome agreement with the outline presented by the MPAA speakers. The spokesman pointed out that although public relations is among the major interests of MPIC, its scope is far wider than that. MPIC understanding is that the mid-August meeting would undertake to determine the areas of common interest inside which all participating organizations could function harmoniously for the general welfare.

MPAA Calls 'P.R.' Group A 'Working Party'

A spokesman for Motion Picture Association of America in New York yesterday called the group that will meet in August a "working party" consisting of two representatives from each of the seven participating organizations.

The group will draw up specific plans for coordinating an industry-wide public relations program, he said. It also will decide on holding a board meeting in the fall and, if such a meeting is called, will prepare a working agenda, he said.

'Outlaw,' MPAA

(*Continued from page 1*)

York Federal Court here yesterday.

Apparently this means that Hughes has no intention of dropping his long-pending suit against the MPAA at least for the present. He filed when denied a seal for "The Outlaw." New advertising copy for the film has been presented by RKO to MPAA's advertising advisory council and if approved the film will receive the PCA seal.

RKO has announced that the film will be released in the fall.

Small-E-L Deal

(*Continued from page 1*)

today on the *S. S. Queen Elizabeth* for a European vacation, and Small has tentative plans to leave here for a New England vacation next week.

It was emphasized that there has been no disagreement among the principals and that eventual transfer of control to Small still appears to be the most likely outcome. The specific reason for the unexpectedly long delay in culminating the negotiations was not disclosed but it was indicated that complex ramifications of a financial and legal nature may have to be worked out by the Robert R. Young interests before a deal could be made ready for signing.

It was stated that the deal is at a stage at which Semenenko's presence no longer is vital and a conclusion could be reached with some other representative of the Boston bank present, providing the remaining details work out as expected.

Three in K-B Appeals

(*Continued from page 1*)

a 1945 contract on the ground that the contract was part of a conspiracy declared illegal by the U. S. Supreme Court and so is not enforceable in Federal Courts.

He also dismissed a counterclaim by Stanley that it be given the right to dissolve the partnership and sell its assets publicly, and also an intervention plea by Kass Realty Corp. that the court say which of the two firms must carry out an agreement to have Kass build a second theatre for the partners.

K-B appealed last Monday, Kass appealed yesterday, and Stanley is expected to file its appeal in the next few days, limited to the issue that it should be allowed to dissolve the partnership.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 11 NEW YORK, U. S. A., MONDAY, JULY 18, 1949 TEN CENTS

Key Grosses Are Off, But Decline Halts

'Jones,' 'Barkleys' and 'Home of Brave' Score

Mild weather and competing outdoor attractions took their toll at many first-runs in some 176 situations in key cities during May and June. Grosses, while showing a decline, were steady, however, and made no sharp dips, according to reports from MOTION PICTURE DAILY correspondents in the field.

Average weekly income for May and June fell to $12,800 from April's $14,222. Weekly average per theatre for May and June last year was $14,189.

"Sorrowful Jones," not set for national release until July 4, made such an excellent showing in its pre-release appearances during the latter half of June that it became top grosser for the two-month period. Second place went to "The Barkleys of Broadway," while another comparative newcomer, "Home of the Brave," captured third place. Close

(*Continued on page 4*)

E-L Deal Closing Awaits Financing

Closing of the Edward Small agreement to acquire control of Eagle-Lion will wait upon completion of arrangements for new financing for the company, which may require another two to four weeks.

A definite agreement was reached by Small with Robert R. Young during last week's negotiations but the producer is deferring the formal signing of the deal until all arrangements, including those for the new financing, have been completed.

Reportedly, Young and Serge Se-

(*Continued on page 4*)

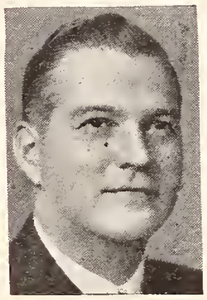
Start TOA Theatre Reports on Aug. 1

Theatre Owners of America on August 1 intends to start its reports to members in which new pictures will be given box-office ratings on the basis of preliminary reports from 400 TOA participating members. The films will be broken down in the following classifications: Big, very good, good,

(*Continued on page 4*)

Reagan Joins MGM Sales Cabinet Today; To Assist Rodgers

Charles M. Reagan, former general sales manager for Paramount, today joins M-G-M's executive sales staff, it was announced here on Friday by Nicholas M. Schenck, president, and William F. Rodgers, sales vice-president.



Charles M. Reagan

Addition of Reagan to M-G-M's executive sales cabinet "will be to assist Rodgers and others with the many diversified problems brought about because of recent developments in the industry," said a company statement.

A veteran of 29 years with Para-

(*Continued on page 4*)

Several Top Warner Foreign Promotions

Wolfe Cohen, president of Warner International, has made several changes in his South American staff.

Armando Trucios, general manager of the Argentine, becomes resident supervisor for the Pacific division, which takes in Mexico, Panama, Colombia, Ecuador and Peru, as well as

(*Continued on page 4*)

To Act on Companies Increasing Rentals

Minneapolis, July 17.—Distributors are "bending" from their demands for percentage contracts from smaller exhibitors but are demanding higher flat rentals, an action that "is causing much resentment," it was declared here by Stan Kane, executive director of North Central Allied.

Kane said it is expected that NCA president Ben Berger will call a special meeting of the unit's board to discuss the reported action of distributors in increasing flat rental terms in exchange for dropping percentage demands.

MPAA May Survey Drive-In Theatres

The Motion Picture Association of America has under consideration proposals for a comprehensive survey of drive-in theatres, their operation, patronage, competition with established theatres and other pertinent facts.

The study has been officially discussed but no action will be taken until the MPAA's research committee has had an opportunity to examine the proposals in detail. Robert Chambers, head of the research department, is now in Hollywood.

Loew's distribution department already has under way plans for a similar survey of drive-in operations, to be conducted by Leo Handel, research director.

31 Distributor Chairmen To Handle Film for 'Vets'

The appointment of distributor chairmen in the 31 film exchange cities to handle the booking of the Disabled American Veterans short subject, "How Much Do You Owe?", being distributed by National Screen Service for the motion picture industry as part of the industry's enlarged public service activities, was announced jointly Friday by Herman Robbins of National Screen, chairman of the distribution committee and Abe Montague of Columbia, chairman of the general sales managers' committee. The 31 distributor chairmen follow:

Albany, Eugene Vogel, Universal; Atlanta, John Bachman, United Artists; Boston, John Moore, Paramount; Buffalo, Jack Chinnell, RKO

(*Continued on page 4*)

Probe Sabotage in Mexico City Fire

MEXICO CITY, July 17.—Police are probing sabotage motives in the mysterious fire explosion which wrecked Columbia's headquarters here. Twenty-four persons were injured and 600 prints, totaling 8,000 reels were destroyed. Damage was estimated at over $1,000,000.

The fire started in a packing room and was of unexplained origin. Manager Serge Koger at the time was at an exhibitors conference.

Witnesses saw two men rush from the scene in a car just before the fire.

MGM to Be the 1st to Resume In Germany

F.W.N.Beckett Appointed Head of the New Unit

Metro - Goldwyn - Mayer's plans for handling its own sales and distribution in Germany independently of the Motion Picture Export Association have matured to the point where distribution will begin on January 1, 1950, it was disclosed here at the weekend by Arthur M. Loew, president of Loew's International Corp.

Samuel N. Burger, sales executive, visited Germany for an on-the-spot survey earlier this year. Following this visit, plans were developed for the resumption of operations.

F. W. N. Beckett has been appointed manager of the new Metro unit. He has been with Metro in various executive capacities for 18 years.

M-G-M's main office in Germany will be in Frankfurt-on-Main. Branch offices will be located in Berlin, Hamburg, Dusseldorf and Munich. The release list for the first year's operations is currently being selected. The

(*Continued on page 4*)

State Dept. Moves In on German Quota

WASHINGTON, July 17.—The State Department has asked the Army to give it a full report on any moves under way in Germany to put an import quota on films.

The Department's request represented speedy action on Motion Picture Association of America president Eric Johnston's protest to State Secretary Dean Acheson. It does not necessarily mean that State will take a stand on the matter, but the Department's interest was taken in industry circles here as a very good

(*Continued on page 4*)

Expand RKO Shorts To 89 for 1949-50

RKO Radio has increased its short subject program for 1949-50 to 89 releases. The program, as announced by Harry J. Michalson, short subject sales manager, at the regional sales meetings in Buffalo, is RKO's largest in recent years.

A series of 18 Walt Disney shorts,

(*Continued on page 4*)

Personal Mention

STANTON GRIFFIS, head of Paramount's executive committee and director of United Nations Relief for Palestine Refugees, will enter the Presbyterian Medical Center here today for eye surgery.

•

MRS. ED KUYKENDALL, widow of the former Motion Picture Theatre Owners of America president, returned to Columbus, Miss., on Friday after a New York visit.

•

MOE KERMAN, president of Favorite Film Corp., accompanied by MRS. KERMAN, will sail on Friday on the *S.S. New Amsterdam* for a six-week trip through Europe.

•

MAX MELLINCOFF, Eastern Massachusetts district manager for Warner Theatres, and MRS. MELLINCOFF have returned to Hartford from a visit to England.

•

JOE KAUFMAN, Roy Del Ruth associate producer, is in New York from the Coast and will leave in two weeks for Europe.

•

HANK JACOBS, Eagle-Lion artist, is the father of his first child, CAROL ANN, born at the Bronx Maternity Hospital.

•

J. W. PIPER, Paramount International assistant secretary, has returned to New York from a vacation in London.

•

FRED GLUCKMAN, of Nu Screen will be in Dallas today from New York.

Peerless Has New Unit, Coast Station

A new special services station has been opened in Hollywood by the Peerless Film Processing Corp., it is announced here, where treatments of both old and new film are available, and where producers with limited facilities may cut and edit.

The station is equipped with a new Peerless film treatment unit, recently put on the market, which is designed for use where space is limited and the amount of film handled does not require a large machine.

67 Booths for TOA Equipment Display

HOLLYWOOD, July 17.—R. H. McCullough, chairman of the exhibits committee for the Theatre Owners of America convention, to be held here September 12-15, has disclosed that 67 booths, housing the latest developments in theatre, projection and sound equipment, will be on view.

Marty Wolf Heads N.Y. Altec Sales

Marty Wolf has been appointed sales representative in the New York district for Altec Service Corp. by H. M. Bessey, executive vice-president.

Tradewise . . .

By SHERWIN KANE

J. ARTHUR RANK, in his annual report to the British Film Producers Association, finally said of British pictures that which Americans have been saying of them for years.

"There has been," said Rank, "too large a proportion of bad or mediocre films" made by British producers in the 1948-'49 season.

Americans, of course, would not confine that pronouncement to the past year only. They have been saying that for a much longer time. Rank has been told by Americans again and again that British pictures do not measure up to the standards, tastes or expectancies of the American motion picture audience; that neither Rank nor other British producers will successfully invade the American market with their "too large a proportion of bad or mediocre films."

Rank, however, has preferred in the past not to acknowledge the mediocrity of British producers' offerings. Instead, he has charged at every opportunity that American exhibitors and distributors have engaged in a conspiracy to bar British films from American screens. American protestations that a film of good quality always is welcome here, and always will command playing time, have fallen on deaf ears, insofar as Rank was concerned.

Perhaps his continuing experience in this market with "Hamlet" and "The Red Shoes," "Quartet," and several others of his better pictures have helped to convince him. Perhaps it was more immediate experience, of a less happy kind, with British attractions in his own theatres, which at long last rewarded Rank with the ability to make the same objective appraisal of British product that it gets from the American industry.

Whatever the reason, it is to be welcomed, for it is most essential to understanding between the two industries and to future improvement of British motion pictures. Without that objectivity outstanding British films will be as few and far between as they have in the past. With it, their quality is certain to be improved, eventually to the point where they will find the universal acceptance the British desire so much and have done so little to attain.

• •

Newspaper and magazine reviewers who currently are raving about the W. C. Fields' comedy reissues remind Universalites of the panning the same pictures took from the reviewers when they were first released.

"Better late than never," perhaps, but some comments actually sound as though the reviewers were just "discovering" the late comedian. No doubt they will conclude the chapter by blaming Hollywood for keeping Fields' talents hidden from the public all these years, conveniently forgetting that they, their predecessors and their publications did what they could in bygone years to discourage the public from enjoying those pictures.

The same tale may be told in years to come of many a current release that some reviewers have dismissed with curt disdain.

• •

The gossip in publishing circles is that the circulation graphs across the way in the Time-Life-Fortune shop in Rockefeller Center have been displaying a consistently downward curve. Also that Henry Luce, boss man, became concerned enough to sit personally at the editorial desk of *Life*.

Perhaps the motion picture industry could be of gratuitous assistance.

What's to prevent us from going into the highways and byways conducting a round table on "What's with *Life?*" And perhaps publishing the results in the newsreels.

• •

Industry public relations planners would do well to remember that the work of the motion picture in good causes rarely ceases. On June 30 the industry concluded its part in the highly successful savings bond drive for the Treasury. It is engaged now in sponsoring and providing exhibition for that fine Disabled American Veterans short subject, "How Much Do You Owe!"

It is further evidence of the industry's continuing desire to be of public service, of its perennial willingness to assist with worthy causes.

The best of all public relations derive from public service.

Trouble with the industry is it doesn't talk enough about its good works.

Newsreel Parade

THE tragic air disasters and President Truman's report to the nation are current newsreel highlights. Other items include fleet maneuvers, all-star ball game, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 57—Two air disasters cause large loss of life. President Truman says U. S. can prevent a depression. Bathing suit fashions. All-star baseball.

NEWS OF THE DAY, No. 291—Some 79 perish in two plane crashes. West European fleets in battle drill. Motor-boat thriller. All-star baseball.

PARAMOUNT NEWS, No. 94—Tragic air crashes in California and India. President Truman reports on the economic state of the nation. All-star baseball.

TELENEWS DIGEST, No. 29-A—Air crashes in California and India. President Truman explains his program to the nation. Washington: Nation guards secret report. Red PW's riot in Japan. All-star ball game.

UNIVERSAL NEWS, No. 265—President Truman denies slump; wants budget upheld. Seventy-nine die in plane crashes. Western nations' fleet operations. Religion: Eucharistic Congress denounces Communism. Boat race.

WARNER PATHE NEWS, No. 96—Air crashes. Fleet maneuvers. President Truman's speech. Kids, cowboy fashions. Speedboat soapbox derby. All-star baseball.

Production Abroad Is Not Increasing

HOLLYWOOD, July 17.—Critics of film production abroad by American companies queried Eric Johnston last week when the Motion Picture Association of America president appeared before the Motion Picture Industry Council and were assured the practice is not increasing.

Johnston was questioned by John Dales, Jr., executive secretary of the Screen Actors Guild, and Roy Brewer, international representative of IATSE, who oppose increased production of pictures abroad by American producers because of its effect on studio employment here. Johnston said he did not believe any real increase in production abroad by American producers has occurred or will and pointed out that published accounts of advantages accruing from blocked currencies are largely fallacious, and that many announced pictures are never made.

Dore Schary, M-G-M vice-president, supported Johnston in this contention and said that the only pictures that can be more advantageously made abroad are those with foreign settings. He predicted that the year's record will show no more American pictures filmed overseas than in the prewar period.

UFA to Be Broken Up Into Small Units

FRANKFORT, Germany, July 17.—Breakup of the UFA Film Co., before the war Germany's largest motion picture company, into small units to be sold has been agreed upon by the United States-British Bipartite Commission. Most UFA properties are in the Russian zone, but the remainder will be placed on sale.

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Trade Shows In Theatres

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MARIE WILSON as Irma herself

DON DEFORE as the playboy-wonder

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Directed by GEORGE MARSHALL

Screenplay by Cy Howard and Parke Levy • Music and Lyrics by Jay Livingston and Ray Evans

PLACE OF SCREENING	DATE
ALBANY Madison Theatre	July 28
ATLANTA Fox Theatre	Aug. 10
BOSTON Capitol Thea., Allston, Mass.	July 25
BUFFALO Great Lakes Theatre	Aug. 5
CHARLOTTE Dilworth Theatre	July 28
CHICAGO Paramount Proj. Room 1306 S. Michigan Ave.	July 29 1:30 P.M.
CINCINNATI Albee Theatre	Aug. 10
CLEVELAND Loew's State Theatre	Aug. 1
DALLAS Majestic Theatre	July 27
DENVER Denham Theatre	July 26
DES MOINES Des Moines Theatre	Aug. 10
DETROIT Michigan Theatre	Aug. 9
INDIANAPOLIS Indiana Theatre	July 26
JACKSONVILLE Florida Theatre	Aug. 10
KANSAS CITY Paramount Theatre	Aug. 3
LOS ANGELES Paramount Thea., Hollywood	July 25
MEMPHIS Malco Theatre	Aug. 10
MILWAUKEE Palace Theatre	Aug. 2
MINNEAPOLIS Radio City Theatre	July 28
NEW HAVEN Paramount Theatre	Aug. 11
NEW ORLEANS Paramount Proj. Room 215 S. Liberty St.	July 25 10:30 A.M.
NEW YORK CITY Paramount Proj. Room 1501 Broadway (12th Floor)	July 25 2:30 P.M.
OKLAHOMA CITY Criterion Theatre	Aug. 8
OMAHA Omaha Theatre	July 20
PHILADELPHIA Tower Thea., Upper Darby, Pa.	July 25
PITTSBURGH Sheridan Square Theatre	Aug. 3
PORTLAND, ORE. Orpheum Theatre	July 29
ST. LOUIS Paramount Proj. Room 2949 Olive St.	July 22 2 P.M.
SALT LAKE CITY Centre Theatre	July 26
SAN FRANCISCO State Theatre	July 18
SEATTLE Paramount Proj. Room 2330 First Ave.	Aug. 8 1:30 P.M.
WASHINGTON Warner Theatre	July 20

NEWS in Brief

MEETING of the United Artists board of directors will be held here tomorrow, almost immediately following UA president Gradwell Sears' return to New York from the Coast where he conferred with owners Mary Pickford and Charles Chaplin.

To Set FCC Hearing on TV

WASHINGTON, July 17. — Federal Communications Commission will hold a hearing, to be announced soon, on Warner Brothers application to buy from Dorothy Thackrey her Los Angeles television station and two West Coast broadcasting stations. Among the questions that will be studied at the hearing, the FCC said, is the status of Warners in view of the U. S. Supreme Court's Paramount case decision.

May Attend Allied Meet

MINNEAPOLIS, July 17.—U. S. Attorney General Tom Clark is considering an invitation to attend the national Allied annual convention in Minneapolis on October 24-26 and "it looks as though he will accept," Stan Kane, North Central Allied executive counsel, said. NCA is sponsoring this year's Allied conclave.

Canadian Exhibitors to Meet

TORONTO, July 17. — The National Committee of the Motion Picture Exhibitors' Associations of Canada, of which J. J. Fitzgibbons is chairman, is now expected to hold a general meeting at the Chateau Laurier, Ottawa, October 12-13, to deal with amusement taxation and other problems of theatre operators.

Plan Lunch for Bunche

HOLLYWOOD, July 17.—A luncheon honoring Ralph Bunche, United Nations Palestine mediator, has been arranged by the board of the Academy of Motion Picture Arts and Sciences, to be held Friday at the Beverly Hills Hotel.

Two Loop Houses Get TV

CHICAGO, July 17. — Paramount's tele-transcription system, which was tried out at the Balaban and Katz Chicago Theatre last month, will probably not be used until fall, when five Notre Dame football games are set for showing at the State Lake. Essaness circuit has confirmed plans for a similar television installation at their key Loop house, the Oriental, to be ready by fall.

State Dept. Moves in

(*Continued from page 1*)

sign. Army officials here admitted frankly that they are in no position to answer the State Department, yet, since not a single Pentagon worker has any knowledge of what may be under consideration by the Joint Export Import Agency on the subject.

TOA Gross Reports

(*Continued from page 1*)

fair, poor and suitable for second features only. Reports on films percentage-wise was the original plan but this was abandoned because, it was said, the normal gross varies widely due to seasons, weather and other factors.

The new plan was disclosed in a weekend membership bulletin from Gael Sullivan, executive director.

Reagan Joins MGM

(*Continued from page 1*)

mount, Reagan, a native of Lawrenceburg, Ind., and a graduate of Notre Dame, started his industry career with Paramount in 1920 as a salesman in Cincinnati. Two years later he was promoted to Indianapolis as manager, and in 1925 was made district manager with supervision over Cincinnati, Indianapolis and Louisville. In 1932 he was transferred to Chicago.

He became Western sales manager in 1934, held the post until 1941, when he was again promoted, this time to assistant general sales manager with headquarters at the home office, and in 1944 he was named vice-president and general sales manager of domestic and Canadian offices. He continued there until he resigned last May.

WB Promotions

(*Continued from page 1*)

Central America, with headquarters in Mexico City. On August 8 he will replace James V. O'Gara, who returns here from Mexico for a new home office assignment. Michael Sokol, former manager for Mexico, has resigned. Caesar Aboaf has been appointed general manager for Argentine; he joins Warners with 22 years experience in the industry in Italy and Argentine.

E-L Deal

(*Continued from page 1*)

menenko of the First National Bank of Boston are committed to secure $2,500,000 in new financing for E-L. Small would be responsible for another million in cash and production assets.

Semenenko left here for Europe on Friday, but it was indicated his presence will not be essential to closing of the deal in the event he has not returned by mid-August, by which time the remaining arrangements are expected to be completed. Robert Purcell, Young's adviser in the deal, also left here on Friday for a vacation.

MGM in Germany

(*Continued from page 1*)

sales, booking and publicity campaigns are scheduled to begin in the next few months.

Loew declared that problems of unprecedented severity are being faced in Germany. It will take months before these are solved and the operation is on a smooth-running basis. He expressed the belief that independent distribution in Germany will benefit both the public and the film industry.

Distributor Chairmen

(*Continued from page 1*)

Radio; Charlotte, J. Greenleaf, Universal; Chicago, Sam Gorelick, RKO Radio; Cincinnati, James Abrose, Warners; Cleveland, I. J. Schmertz, 20th Century-Fox; Dallas, Heywood Simmons, Paramount; Denver, Joe Emerson, RKO Radio; Des Moines, Clarke Baker, Columbia; Detroit, Don Woods, Warners; Indianapolis, Foster B. Gauker, Loew's; Kansas City, Albert L. Adler, Loew's; Los Angeles, Fred Greenberg, Warners; Memphis, Herman Chrisman, Columbia; Milwaukee, Jess McBride, Paramount.

Also, Minneapolis, Art Anderson, Warners; New Haven, Ben Simon, 20th Century-Fox; New Orleans, Houston Duvall, Columbia; New York, Dave Levy, Universal; Oklahoma City, C. A. Gibbs, Columbia; Omaha, J. E. Scott, 20th Century-Fox; Philadelphia, Ulrick Smith, Paramount; Pittsburgh, Saul Gottlieb, Loew's; Portland, Charles Powers, 20 Century-Fox; St. Louis, Herbert Bennin, Loew's; Salt Lake City, Carroll Trowbridge, United Artists; San Francisco, Joe Smith, RKO Radio; Seattle, Wallace Rucker, Eagle-Lion; Washington, Fred Rohrs, Eagle-Lion.

Kill Ala. Tax Plan

FORT PAYNE, Ala., July 17. — The state legislature has killed Gov. James E. Folsom's plan for an additional 10-per cent tax on amusements.

Key Grosses

(*Continued from page 1*)

runners-up were "The Champion," "Mr. Belvedere Goes to College," "The Stratton Story" and "Take Me Out to the Ball Game."

High grosses were also registered by "Flamingo Road," "A Connecticut Yankee in King Arthur's Court," "Little Women" and "Knock on Any Door."

May and June also saw better-than-average grosses for "Mother Is a Freshman," "Streets of Laredo," "The Red Shoes," "Joan of Arc," "Hamlet," "Quartet," "Monsieur Vincent," "Africa Screams," "My Dream Is Yours," "City Across the River," "We Were Strangers" and "Canadian Pacific."

Composite key-city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-23	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,005
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,307,400	12,678
June 3-4	167	2,295,700	13,747
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12,358
July 1-2	181	2,217,700	12,252

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493,600	14,249
Apr. 23-24	167	2,284,000	13,677
Apr. 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,500	14,470
May 14-15	167	2,301,200	13,780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14,184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13,304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828

House Hears Curtis In Tax-Cut Appeal

Washington, July 17.—"Movies are the amusement for the rank and file of Americans," and the 20 per cent admission tax should be repealed, Rep. Curtis told the House on Friday.

"The bulk of our citizens cannot go to swank night spots or join exclusive recreational clubs or take costly vacations or journey to a distant city to see a big-league baseball game," the Nebraska Republican said. "Their amusement is the hometown movie. But we are taxing those movies at the heavy wartime rate of 20 per cent. It is not right. It is not sound. That tax should be repealed."

Albany TOA Urges an Immediate Tax-Cut Effort

ALBANY, N. Y., July 17.—Albany Theatre Owners of America has sent a bulletin to all exhibitors in the area urging them to contact their Senators or Congressmen immediately on support of the pending legislation which would cut the Federal admission tax from 20 to 10 per cent. General counsel Leonard Rosenthal wrote that there is a strong possibility the reduction may materialize at this session of Congress.

Tax-Cut Support Is Reported by Lockwood

BOSTON, July 17.—Distribution executives of this area met here on Friday to discuss the theatre admission tax reduction with Arthur Lockwood, president of Theatre Owners of America, stating that "many Congressmen and Senators are in favor of tax reduction." He urged all connected with the industry to contact their Congressman immediately.

Expand RKO Shorts

(*Continued from page 1*)

in Technicolor, will include six "specials" to be delivered as part of the regular series.

There also will be six revivals of Disney Technicolor cartoons. "Seal Island," first of the True Life Adventure series, presented by Disney, was over six months in the making.

RKO Radio will offer two new "My Pal" subjects featuring the dog, Flame.

Michalson also announced that there would be six two-reel comedies starring Leon Errol and six two-reel comedy name specials.

Also in the two-reel comedy category will be the revival of four starring Clark and McCullough and four Edgar Kennedy releases.

From RKO Pathe will come 13, This Is America and 13 Sportscope releases, two two-reel sport specials and a two-reel Technicolor special "The Boy and the Eagle" narrated by and starring Dickie Moore. RKO Pathe will also continue the series of 13 one-reel Screenliners.

RKO Regional Sales Meet In New Orleans Today

NEW ORLEANS, July 17.—The third in RKO's Radio's series of five regional sales meetings gets underway here tomorrow at the Hotel Roosevelt, with Robert Mochrie, sales vice-president, conducting.

Also in attendance from the home office will be Charles Boasberg, Carl Peppercorn, Aage A. Schubart, and Sid Kramer.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 11 NEW YORK, U. S. A., MONDAY, JULY 18, 1949 TEN CENTS

Key Grosses Are Off, But Decline Halts

'Jones,' 'Barkleys' and 'Home of Brave' Score

Mild weather and competing outdoor attractions took their toll at many first-runs in some 176 situations in key cities during May and June. Grosses, while showing a decline, were steady, however, and made no sharp dips, according to reports from Motion Picture Daily correspondents in the field.

Average weekly income for May and June fell to $12,800 from April's $14,222. Weekly average per theatre for May and June last year was $14,189.

"Sorrowful Jones," not set for national release until July 4, made such an excellent showing in its pre-release appearances during the latter half of June that it became top grosser for the two-month period. Second place went to "The Barkleys of Broadway," while another comparative newcomer, "Home of the Brave," captured third place. Close

(*Continued on page* 4)

E-L Deal Closing Awaits Financing

Closing of the Edward Small agreement to acquire control of Eagle-Lion will wait upon completion of arrangements for new financing for the company, which may require another two to four weeks.

A definite agreement was reached by Small with Robert R. Young during last week's negotiations but the producer is deferring the formal signing of the deal until all arrangements, including those for the new financing, have been completed.

Reportedly, Young and Serge Se-

(*Continued on page* 4)

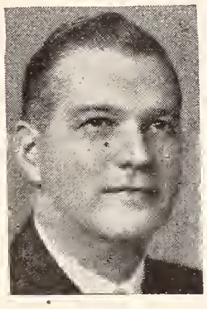
Start TOA Theatre Reports on Aug. 1

Theatre Owners of America on August 1 intends to start its reports to members in which new pictures will be given box-office ratings on the basis of preliminary reports from 400 TOA participating members. The films will be broken down in the following classifications: Big, very good, good,

(*Continued on page* 4)

Reagan Joins MGM Sales Cabinet Today; To Assist Rodgers

Charles M. Reagan, former general sales manager for Paramount, today joins M-G-M's executive sales staff, it was announced here on Friday by Nicholas M. Schenck, president, and William F. Rodgers, sales vice-president.



Charles M. Reagan

Addition of Reagan to M-G-M's executive sales cabinet "will be to assist Rodgers and others with the many diversified problems brought about because of recent developments in the industry," said a company statement.

A veteran of 29 years with Para-

(*Continued on page* 4)

Several Top Warner Foreign Promotions

Wolfe Cohen, president of Warner International, has made several changes in his South American staff.

Armando Trucios, general manager of the Argentine, becomes resident supervisor for the Pacific division, which takes in Mexico, Panama, Colombia, Ecuador and Peru, as well as

(*Continued on page* 4)

To Act on Companies Increasing Rentals

Minneapolis, July 17.—Distributors are "bending" from their demands for percentage contracts from smaller exhibitors but are demanding higher flat rentals, an action that "is causing much resentment," it was declared here by Stan Kane, executive director of North Central Allied.

Kane said it is expected that NCA president Ben Berger will call a special meeting of the unit's board to discuss the reported action of distributors in increasing flat rental terms in exchange for dropping percentage demands.

MPAA May Survey Drive-In Theatres

The Motion Picture Association of America has under consideration proposals for a comprehensive survey of drive-in theatres, their operation, patronage, competition with established theatres and other pertinent facts.

The study has been officially discussed but no action will be taken until the MPAA's research committee has had an opportunity to examine the proposals in detail. Robert Chambers, head of the research department, is now in Hollywood.

Loew's distribution department already has under way plans for a similar survey of drive-in operations, to be conducted by Leo Handel, research director.

31 Distributor Chairmen To Handle Film for 'Vets'

The appointment of distributor chairmen in the 31 film exchange cities to handle the booking of the Disabled American Veterans short subject, "How Much Do You Owe?", being distributed by National Screen Service for the motion picture industry as part of the industry's enlarged public service activities, was announced jointly Friday by Herman Robbins of National Screen, chairman of the distribution committee and Abe Montague of Columbia, chairman of the general sales managers' committee. The 31 distributor chairmen follow:

Albany, Eugene Vogel, Universal; Atlanta, John Bachman, United Artists; Boston, John Moore, Paramount; Buffalo, Jack Chinnell, RKO

(*Continued on page* 4)

Probe Sabotage in Mexico City Fire

Mexico City, July 17.—Police are probing sabotage motives in the mysterious fire explosion which wrecked Columbia's headquarters here. Twenty-four persons were injured and 600 prints, totaling 8,000 reels were destroyed. Damage was estimated at over $1,000,000.

The fire started in a packing room and was of unexplained origin. Manager Serge Koger at the time was at an exhibitors conference.

Witnesses saw two men rush from the scene in a car just before the fire.

MGM to Be the 1st to Resume In Germany

F.W.N.Beckett Appointed Head of the New Unit

Metro-Goldwyn-Mayer's plans for handling its own sales and distribution in Germany independently of the Motion Picture Export Association have matured to the point where distribution will begin on January 1, 1950, it was disclosed here at the weekend by Arthur M. Loew, president of Loew's International Corp.

Samuel N. Burger, sales executive, visited Germany for an on-the-spot survey earlier this year. Following this visit, plans were developed for the resumption of operations.

F. W. N. Beckett has been appointed manager of the new Metro unit. He has been with Metro in various executive capacities for 18 years.

M-G-M's main office in Germany will be in Frankfurt-on-Main. Branch offices will be located in Berlin, Hamburg, Dusseldorf and Munich. The release list for the first year's operations is currently being selected. The

(*Continued on page* 4)

State Dept. Moves In on German Quota

Washington, July 17.—The State Department has asked the Army to give it a full report on any moves under way in Germany to put an import quota on films.

The Department's request represented speedy action on Motion Picture Association of America president Eric Johnston's protest to State Secretary Dean Acheson. It does not necessarily mean that State will take a stand on the matter, but the Department's interest was taken in industry circles here as a very good

(*Continued on page* 4)

Expand RKO Shorts To 89 for 1949-50

RKO Radio has increased its short subject program for 1949-50 to 89 releases. The program, as announced by Harry J. Michalson, short subject sales manager, at the regional sales meetings in Buffalo, is RKO's largest in recent years.

A series of 18 Walt Disney shorts,

(*Continued on page* 4)

Personal Mention

STANTON GRIFFIS, head of Paramount's executive committee and director of United Nations Relief for Palestine Refugees, will enter the Presbyterian Medical Center here today for eye surgery.

•

MRS. ED KUYKENDALL, widow of the former Motion Picture Theatre Owners of America president, returned to Columbus, Miss., on Friday after a New York visit.

•

MOE KERMAN, president of Favorite Film Corp., accompanied by MRS. KERMAN, will sail on Friday on the *S.S. New Amsterdam* for a six-week trip through Europe.

•

MAX MELLINCOFF, Eastern Massachusetts district manager for Warner Theatres, and MRS. MELLINCOFF have returned to Hartford from a visit to England.

•

JOE KAUFMAN, Roy Del Ruth associate producer, is in New York from the Coast and will leave in two weeks for Europe.

•

HANK JACOBS, Eagle-Lion artist, is the father of his first child, CAROL ANN, born at the Bronx Maternity Hospital.

•

J. W. PIPER, Paramount International assistant secretary, has returned to New York from a vacation in London.

•

FRED GLUCKMAN, of Nu Screen will be in Dallas today from New York.

Peerless Has New Unit, Coast Station

A new special services station has been opened in Hollywood by the Peerless Film Processing Corp., it is announced here, where treatments of both old and new film are available, and where producers with limited facilities may cut and edit.

The station is equipped with a new Peerless film treatment unit, recently put on the market, which is designed for use where space is limited and the amount of film handled does not require a large machine.

67 Booths for TOA Equipment Display

HOLLYWOOD, July 17.—R. H. McCullough, chairman of the exhibits committee for the Theatre Owners of America convention, to be held here September 12-15, has disclosed that 67 booths, housing the latest developments in theatre, projection and sound equipment, will be on view.

Marty Wolf Heads N.Y. Altec Sales

Marty Wolf has been appointed sales representative in the New York district for Altec Service Corp. by H. M. Bessey, executive vice-president.

Tradewise . . .

By SHERWIN KANE

J. ARTHUR RANK, in his annual report to the British Film Producers Association, finally said of British pictures that which Americans have been saying of them for years.

"There has been," said Rank, "too large a proportion of bad or mediocre films" made by British producers in the 1948-'49 season.

Americans, of course, would not confine that pronouncement to the past year only. They have been saying that for a much longer time. Rank has been told by Americans again and again that British pictures do not measure up to the standards, tastes or expectancies of the American motion picture audience; that neither Rank nor other British producers will successfully invade the American market with their "too large a proportion of bad or mediocre films."

Rank, however, has preferred in the past not to acknowledge the mediocrity of British producers' offerings. Instead, he has charged at every opportunity that American exhibitors and distributors have engaged in a conspiracy to bar British films from American screens. American protestations that a film of good quality always is welcome here, and always will command playing time, have fallen on deaf ears, insofar as Rank was concerned.

Perhaps his continuing experience in this market with "Hamlet" and "The Red Shoes," "Quartet," and several others of his better pictures have helped to convince him. Perhaps it was more immediate experience, of a less happy kind, with British attractions in his own theatres, which at long last rewarded Rank with the ability to make the same objective appraisal of British product that it gets from the American industry.

Whatever the reason, it is to be welcomed, for it is most essential to understanding between the two industries and to future improvement of British motion pictures. Without that objectivity outstanding British films will be as few and far between as they have in the past. With it, their quality is certain to be improved, eventually to the point where they will find the universal acceptance the British desire so much and have done so little to attain.

• •

Newspaper and magazine reviewers who currently are raving about the W. C. Fields' comedy reissues remind Universalites of the panning the same pictures took from the reviewers when they were first released.

"Better late than never," perhaps, but some comments actually sound as though the reviewers were just "discovering" the late comedian. No doubt they will conclude the chapter by blaming Hollywood for keeping Fields' talents hidden from the public all these years, conveniently forgetting that they, their predecessors and their publications did what they could in bygone years to discourage the public from enjoying those pictures.

The same tale may be told in years to come of many a current release that some reviewers have dismissed with curt disdain.

• •

The gossip in publishing circles is that the circulation graphs across the way in the Time-Life-Fortune shop in Rockefeller Center have been displaying a consistently downward curve. Also that Henry Luce, boss man, became concerned enough to sit personally at the editorial desk of *Life*.

Perhaps the motion picture industry could be of gratuitous assistance.

What's to prevent us from going into the highways and byways conducting a round table on "What's with *Life?*" And perhaps publishing the results in the newsreels.

• •

Industry public relations planners would do well to remember that the work of the motion picture in good causes rarely ceases. On June 30 the industry concluded its part in the highly successful savings bond drive for the Treasury. It is engaged now in sponsoring and providing exhibition for that fine Disabled American Veterans short subject, "How Much Do You Owe!"

It is further evidence of the industry's continuing desire to be of public service, of its perennial willingness to assist with worthy causes.

The best of all public relations derive from public service.

Trouble with the industry is it doesn't talk enough about its good works.

Newsreel Parade

THE tragic air disosters ond President Truman's report to the notion are current newsreel highlights. Other items include fleet moneuvers, all-stor ball gome, and foshions. Complete contents follow:

MOVIETONE NEWS, No. 57—Two air disasters cause large loss of life. President Truman says U. S. can prevent a depression. Bathing suit fashions. All-star baseball.

NEWS OF THE DAY, No. 291—Some 79 perish in two plane crashes. West European fleets in battle drill. Motor-boat thriller. All-star baseball.

PARAMOUNT NEWS, No. 94—Tragic air crashes in California and India. President Truman reports on the economic state of the nation. All-star baseball.

TELENEWS DIGEST, No. 29-A—Air crashes in California and India. President Truman explains his program to the nation. Washington: Nation guards secret report. Red PW's riot in Japan. All-star ball game.

UNIVERSAL NEWS, No. 265—President Truman denies slump; wants budget upheld. Seventy-nine die in plane crashes. Western nations' fleet operations. Religion: Eucharistic Congress denounces Communism. Boat race.

WARNER PATHE NEWS, No. 96—Air crashes. Fleet maneuvers. President Truman's speech. Kids, cowboy fashions. Speedboat soapbox derby. All-star baseball.

Production Abroad Is Not Increasing

HOLLYWOOD, July 17.—Critics of film production abroad by American companies queried Eric Johnston last week when the Motion Picture Association of America president appeared before the Motion Picture Industry Council and were assured the practice is not increasing.

Johnston was questioned by John Dales, Jr., executive secretary of the Screen Actors Guild, and Roy Brewer, international representative of IATSE, who oppose increased production of pictures abroad by American producers because of its effect on studio employment here. Johnston said he did not believe any real increase in production abroad by American producers has occurred or will and pointed out that published accounts of advantages accruing from blocked currencies are largely fallacious, and that many announced pictures are never made.

Dore Schary, M-G-M vice-president, supported Johnston in this contention and said that the only pictures that can be more advantageously made abroad are those with foreign settings. He predicted that the year's record will show no more American pictures filmed overseas than in the prewar period.

UFA to Be Broken Up Into Small Units

FRANKFORT, Germany, July 17.—Breakup of the UFA Film Co., before the war Germany's largest motion picture company, into small units to be sold has been agreed upon by the United States-British Bipartite Commission. Most UFA properties are in the Russian zone, but the remainder will be placed on sale.

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MEASURED FOR BOXOFFICE SIZE, IT'S ONE LONG CONTINUOUS

See This Sensational Gold Rush Comedy, With An Audience, at

PARAMOUNT

Trade Shows In Theatres

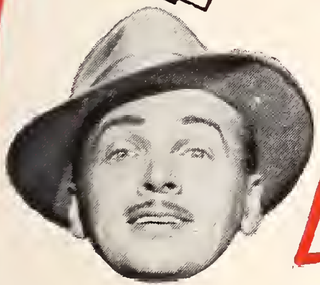
July 18 to Aug. 11

a HAL WALLIS production

"My Friend Irma"

Based On The Famous CBS Radio Fun-Show Created by Cy Howard That's Kept 20,000,000 Fans Laughing for Two Years

Starring



JOHN LUND
as Irma's boyfriend

DIANA LYNN
as Irma's girlfriend

MARIE WILSON
as Irma herself

DON DEFORE
as the playboy-wonder

and introducing that whirlwind comedy team

DEAN MARTIN

JERRY LEWIS

Entertaining millions now on N.B.C. Every Tuesday Nite!

Directed by GEORGE MARSHALL

Screenplay by Cy Howard and Parke Levy • Music and Lyrics by Jay Livingston and Ray Evans

PLACE OF SCREENING	DATE
ALBANY	
Madison Theatre	July 28
ATLANTA	
Fox Theatre	Aug. 10
BOSTON	
Capitol Thea., Allston, Mass.	July 25
BUFFALO	
Great Lakes Theatre	Aug. 5
CHARLOTTE	
Dilworth Theatre	July 28
CHICAGO	
Paramount Proj. Room	July 29
1306 S. Michigan Ave.	1:30 P.M.
CINCINNATI	
Albee Theatre	Aug. 10
CLEVELAND	
Loew's State Theatre	Aug. 1
DALLAS	
Majestic Theatre	July 27
DENVER	
Denham Theatre	July 26
DES MOINES	
Des Moines Theatre	Aug. 10
DETROIT	
Michigan Theatre	Aug. 9
INDIANAPOLIS	
Indiana Theatre	July 26
JACKSONVILLE	
Florida Theatre	Aug. 10
KANSAS CITY	
Paramount Theatre	Aug. 3
LOS ANGELES	
Paramount Thea., Hollywood	July 25
MEMPHIS	
Malco Theatre	Aug. 10
MILWAUKEE	
Palace Theatre	Aug. 2
MINNEAPOLIS	
Radio City Theatre	July 28
NEW HAVEN	
Paramount Theatre	Aug. 11
NEW ORLEANS	
Paramount Proj. Room	July 25
215 S. Liberty St.	10:30 A.M.
NEW YORK CITY	
Paramount Proj. Room	July 25
1501 Broadway (12th Floor)	2:30 P.M.
OKLAHOMA CITY	
Criterion Theatre	Aug. 8
OMAHA	
Omaha Theatre	July 20
PHILADELPHIA	
Tower Thea., Upper Darby, Pa.	July 25
PITTSBURGH	
Sheridan Square Theatre	Aug. 3
PORTLAND, ORE.	
Orpheum Theatre	July 29
ST. LOUIS	
Paramount Proj. Room	July 22
2949 Olive St.	2 P.M.
SALT LAKE CITY	
Centre Theatre	July 26
SAN FRANCISCO	
State Theatre	July 18
SEATTLE	
Paramount Proj. Room	Aug. 8
2330 First Ave.	1:30 P.M.
WASHINGTON	
Warner Theatre	July 20

NEWS in Brief

MEETING of the United Artists board of directors will be held here tomorrow, almost immediately following UA president Gradwell Sears' return to New York from the Coast where he conferred with owners Mary Pickford and Charles Chaplin.

To Set FCC Hearing on TV

WASHINGTON, July 17. — Federal Communications Commission will hold a hearing, to be announced soon, on Warner Brothers application to buy from Dorothy Thackrey her Los Angeles television station and two West Coast broadcasting stations. Among the questions that will be studied at the hearing, the FCC said, is the status of Warners in view of the U. S. Supreme Court's Paramount case decision.

May Attend Allied Meet

MINNEAPOLIS, July 17.—U. S. Attorney General Tom Clark is considering an invitation to attend the national Allied annual convention in Minneapolis on October 24-26 and "it looks as though he will accept," Stan Kane, North Central Allied executive counsel, said. NCA is sponsoring this year's Allied conclave.

Canadian Exhibitors to Meet

TORONTO, July 17. — The National Committee of the Motion Picture Exhibitors' Associations of Canada, of which J. J. Fitzgibbons is chairman, is now expected to hold a general meeting at the Chateau Laurier, Ottawa, October 12-13, to deal with amusement taxation and other problems of theatre operators.

Plan Lunch for Bunche

HOLLYWOOD, July 17.—A luncheon honoring Ralph Bunche, United Nations Palestine mediator, has been arranged by the board of the Academy of Motion Picture Arts and Sciences, to be held Friday at the Beverly Hills Hotel.

Two Loop Houses Get TV

CHICAGO, July 17. — Paramount's tele-transcription system, which was tried out at the Balaban and Katz Chicago Theatre last month, will probably not be used until fall, when five Notre Dame football games are set for showing at the State Lake. Essaness circuit has confirmed plans for a similar television installation at their key Loop house, the Oriental, to be ready by fall.

State Dept. Moves in

(*Continued from page* 1)

sign. Army officials here admitted frankly that they are in no position to answer the State Department, yet, since not a single Pentagon worker has any knowledge of what may be under consideration by the Joint Export Import Agency on the subject.

TOA Gross Reports

(*Continued from page* 1)

fair, poor and suitable for second features only. Reports on films percentage-wise was the original plan but this was abandoned because, it was said, the normal gross varies widely due to seasons, weather and other factors.

The new plan was disclosed in a weekend membership bulletin from Gael Sullivan, executive director.

Reagan Joins MGM

(*Continued from page* 1)

mount, Reagan, a native of Lawrenceburg, Ind., and a graduate of Notre Dame, started his industry career with Paramount in 1920 as a salesman in Cincinnati. Two years later he was promoted to Indianapolis as manager, and in 1925 was made district manager with supervision over Cincinnati, Indianapolis and Louisville. In 1932 he was transferred to Chicago.

He became Western sales manager in 1934, held the post until 1941, when he was again promoted, this time to assistant general sales manager with headquarters at the home office, and in 1944 he was named vice-president and general sales manager of domestic and Canadian offices. He continued there until he resigned last May.

WB Promotions

(*Continued from page* 1)

Central America, with headquarters in Mexico City. On August 8 he will replace James V. O'Gara, who returns here from Mexico for a new home office assignment. Michael Sokol, former manager for Mexico, has resigned. Caesar Aboaf has been appointed general manager for Argentine; he joins Warners with 22 years experience in the industry in Italy and Argentine.

E-L Deal

(*Continued from page* 1)

menenko of the First National Bank of Boston are committed to secure $2,500,000 in new financing for E-L. Small would be responsible for another million in cash and production assets.

Semenenko left here for Europe on Friday, but it was indicated his presence will not be essential to closing of the deal in the event he has not returned by mid-August, by which time the remaining arrangements are expected to be completed. Robert Purcell, Young's adviser in the deal, also left here on Friday for a vacation.

MGM in Germany

(*Continued from page* 1)

sales, booking and publicity campaigns are scheduled to begin in the next few months.

Loew declared that problems of unprecedented severity are being faced in Germany. It will take months before these are solved and the operation is on a smooth-running basis. He expressed the belief that independent distribution in Germany will benefit both the public and the film industry.

Distributor Chairmen

(*Continued from page* 1)

Radio; Charlotte, J. Greenleaf, Universal; Chicago, Sam Gorelick, RKO Radio; Cincinnati, James Abrose, Warners; Cleveland, I. J. Schmertz, 20th Century-Fox; Dallas, Heywood Simmons, Paramount; Denver, Joe Emerson, RKO Radio; Des Moines, Clarke Baker, Columbia; Detroit, Don Woods, Warners; Indianapolis, Foster B. Gauker, Loew's; Kansas City, Albert L. Adler, Loew's; Los Angeles, Fred Greenberg, Warners; Memphis, Herman Chrisman, Columbia; Milwaukee, Jess McBride, Paramount.

Also, Minneapolis, Art Anderson, Warners; New Haven, Ben Simon, 20th Century-Fox; New Orleans, Houston Duvall, Columbia; New York, Dave Levy, Universal; Oklahoma City, C. A. Gibbs, Columbia; Omaha, J. E. Scott, 20th Century-Fox; Philadelphia, Ulrick Smith, Paramount; Pittsburgh, Saul Gottlieb, Loew's; Portland, Charles Powers, 20 Century-Fox; St. Louis, Herbert Bennin, Loew's; Salt Lake City, Carroll Trowbridge, United Artists; San Francisco, Joe Smith, RKO Radio; Seattle, Wallace Rucker, Eagle-Lion; Washington, Fred Rohrs, Eagle-Lion.

Kill Ala. Tax Plan

FORT PAYNE, Ala., July 17. — The state legislature has killed Gov. James E. Folsom's plan for an additional 10-per cent tax on amusements.

Key Grosses

(*Continued from page* 1)

runners-up were "The Champion," "Mr. Belvedere Goes to College," "The Stratton Story" and "Take Me Out to the Ball Game."

High grosses were also registered by "Flamingo Road," "A Connecticut Yankee in King Arthur's Court," "Little Women" and "Knock on Any Door."

May and June also saw better-than-average grosses for "Mother Is a Freshman," "Streets of Laredo," "The Red Shoes," "Joan of Arc," "Hamlet," "Quartet," "Monsieur Vincent," "Africa Screams," "My Dream Is Yours," "City Across the River," "We Were Strangers" and "Canadian Pacific."

Composite key-city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-23	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,005
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,307,400	12,678
June 3-4	167	2,295,700	13,747
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12.358
July 1-2	181	2,217,700	12,252

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493.600	14,249
Apr. 23-24	167	2,284,000	13,677
Apr. 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,500	14,470
May 14-15	167	2,301,200	13,780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14,184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13,304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828

House Hears Curtis In Tax-Cut Appeal

Washington, July 17.—"Movies are the amusement for the rank and file of Americans," and the 20 per cent admission tax should be repealed, Rep. Curtis told the House on Friday.

"The bulk of our citizens cannot go to swank night spots or join exclusive recreational clubs or take costly vacations or journey to a distant city to see a big-league baseball game," the Nebraska Republican said. "Their amusement is the hometown movie. But we are taxing those movies at the heavy wartime rate of 20 per cent. It is not right. It is not sound. That tax should be repealed."

Albany TOA Urges an Immediate Tax-Cut Effort

ALBANY, N. Y., July 17.—Albany Theatre Owners of America has sent a bulletin to all exhibitors in the area urging them to contact their Senators or Congressmen immediately on support of the pending legislation which would cut the Federal admission tax from 20 to 10 per cent. General counsel Leonard Rosenthal wrote that there is a strong possibility the reduction may materialize at this session of Congress.

Tax-Cut Support Is Reported by Lockwood

BOSTON, July 17.—Distribution executives of this area met here on Friday to discuss the theatre admission tax reduction with Arthur Lockwood, president of Theatre Owners of America, stating that "many Congressmen and Senators are in favor of tax reduction." He urged all connected with the industry to contact their Congressman immediately.

Expand RKO Shorts

(*Continued from page* 1)

in Technicolor, will include six "specials" to be delivered as part of the regular series.

There also will be six revivals of Disney Technicolor cartoons. "Seal Island," first of the True Life Adventure series, presented by Disney, was over six months in the making.

RKO Radio will offer two new "My Pal" subjects featuring the dog, Flame.

Michalson also announced that there would be six two-reel comedies starring Leon Errol and six two-reel comedy name specials.

Also in the two-reel comedy category will be the revival of four starring Clark and McCullough and four Edgar Kennedy releases.

From RKO Pathe will come 13 This Is America and 13 Sportscope releases, two two-reel sport specials and a two-reel Technicolor special "The Boy and the Eagle" narrated by and starring Dickie Moore. RKO Pathe will also continue the series of 13 one-reel Screenliners.

RKO Regional Sales Meet In New Orleans Today

NEW ORLEANS, July 17.—The third in RKO's Radio's series of five regional sales meetings gets underway here tomorrow at the Hotel Roosevelt, with Robert Mochrie, sales vice-president, conducting.

Also in attendance from the home office will be Charles Boasberg, Carl Peppercorn, Aage A. Schubart, and Sid Kramer.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66, NO. 12 NEW YORK, U. S. A., TUESDAY, JULY 19, 1949 TEN CENTS

Italy's Film Import Plans Are Advanced

Interim Loans Are Cut To 1,000,000 Lira

By ARGEO SANTUCCI

ROME, July 18.—A special committee of Parliament has approved the new regulations to govern importation of foreign films into Italy and the measure now will be submitted to the Senate.

The most important amendment provides for a compulsory loan of one million lira for each film imported from Jan. 1 last to the date of enforcement of the new law, instead of two and one-half million lira as originally proposed. The compulsory loans will be two and one-half million lira for each imported film after the date of enforcement of the measure, however.

One foreign film will be admitted free from the loan requirement for every Italian film distributed abroad. The cabinet council is authorized to issue regulations governing distribution and rental percentage terms, but may not specify maximum terms.

A preliminary conference between exhibitors and distributors on proposed regulations failed to produce results.

Meet to Weigh UK-US Council Action

LONDON, July 18.—President of the Board of Trade Harold Wilson's National Film Production Council, comprising representatives of producers and unions, will meet here on Wednesday to note members' views concerning the possibility of their interests being affected by the proposals advanced at the Washington meeting of the Anglo-U. S. Films Council.

British unions have been concerned

(Continued on page 5)

Invite Exhibitors to Para. 'Contest' Meets

Arrangements for the participation of prominent exhibitors in Paramount's "Gold Rush of '49 Contest" meetings in August have been made by Hugh Owen, the company's Eastern and Southern division manager, it was announced here yesterday.

Owen, who has just returned from

(Continued on page 4)

Income at Most N. Y. 1st Runs Steady; $90,000 for 'Gatsby'

The majority of New York's first runs are experiencing another week of generally good business with intermittent cloudiness and rain apparently providing a nice assist at the weekend. The presentation houses, particularly the Music Hall, expect to draw a little extra revenue during the remainder of this week with the convention of International Lions Clubs bringing an estimated 30,000 members and their families to town.

The big newcomer is "Great Gatsby," with Peggy Lee and Jimmy Dorsey's orchestra on stage, at the Paramount where the first week's take is figured at $90,000, which is very strong. Another new one, "Calamity Jane and Sam Bass," is doing fair enough at the Criterion which looks

(Continued on page 5)

Laboratory Strike Seen in Few Days

The threatened strike of the Motion Picture Laboratory Technicians, Local 702, IATSE, "will take place in a few days" John J. Francavilla, local president, reported here yesterday. At a weekend meeting, some 1,500 members unanimously empowered the executive board to call a strike.

Negotiations which have been going

(Continued on page 5)

Patrons Cheer Plea For Excise Tax Cut

Oscar Doob, chairman of the executive committee of the Metropolitan Motion Picture Theatres Association, reported yesterday that a personal check of some 70 theatres in New York City and by telephone to other theatres in 42 cities revealed enthusiastic audience response to Senator Edwin C. Johnson's newsreel speech advocating a cut-back to pre-war levels of excise taxes, including the admission tax.

Applause and cheering greeted the speech, it was stated.

Johnston to Meet Arnall

WASHINGTON, July 18—President Eric Johnston of the Motion Picture Association of America and Ellis Arnall, president of the Society of Independent Motion Picture Producers, will meet here tomorrow for a lengthy "general discussion of the situation of the motion picture industry."

Arnall, who arrived here today for a "lengthy stay," asked for the meeting, and Johnston, who returned over the week-end from several weeks on

(Continued on page 5)

Film Quota for Western Germany Is Abandoned

WASHINGTON, July 18.—John J. McCloy, U. S. High Commissioner for Germany, has flatly told MPAA President Eric Johnston that there will be no import quota on motion pictures in Western Germany.

Johnston last week wrote Secretary of State Dean Acheson that he had been advised from Germany that such a quota was being considered by the Joint Export-Import Agency, and urged the State Department to take the strongest possible stand against such a quota.

What was not revealed last week was that Johnston had also protested directly by cable to McCloy. The answer from McCloy arrived today.

U. S. Military Government policy is "definitely against" screen import quotas in Germany, McCloy said. He added that quotas will not be approved

(Continued on page 5)

Richard Spier, 55, FWC Manager, Dead

SAN FRANCISCO, July 18.—Funeral services will be held in Oakland tomorrow for Richard Spier, 55, veteran theatreman, who died at his home in that city early today following a long illness.

Born in Manheim, Germany, Spier was with Fox West Coast Theatres for the past 20 years. He was appointed Northern California division manager for F-WC in March, 1945, which position he held at the time of his death. Spier left on leave of absence last February at which time Spencer Leve, former manager of the Southern California district, succeeded him. Spier was a past president of the California Theatre Association. His wife, mother and one brother survive.

All-Industry Film Festival Is Proposed

Suggests 10,000 Theatres Play Top Films in Oct.

A film festival during the month of October, 1949, when distributors would release about 20 of their most important pictures and with possibly as many as 10,000 theatres playing them was proposed here yesterday by Gael Sullivan, executive director of Theatre Owners of America, in a memorandum to 600 regionally and nationally prominent persons in the industry.

Sullivan's plan calls for the relaxation of clearances and the availability of a greater number of prints so that as many houses as possible could participate. He said that the project is his own personal idea, and is not sponsored by TOA.

Backed by full exploitation efforts of the entire industry, the program would be an all-out bid to stimulate business, primarily generating the theatre-going habit among the "60,-

(Continued on page 5)

KATO Elects; Opens Tax Repeal Drive

LOUISVILLE, Ky., July 18.—Guthrie F. Crowe, of Lagrange, was reelected president of the Kentucky Association of Theatre Owners at its recent meeting here. Other officers elected were: Charles R. Mitchell, Barbourville, vice-president; Miss Nell G. Borden, Louisville, secretary; Clifford R. Bueschel, Louisville, treasurer, and Henry J. Stites, Louisville, counsel.

Board members elected were: Jack

(Continued on page 5)

One Dead, 32 Hurt In Mexico City Fire

MEXICO CITY, July 18.—One employee killed, 32 injured and damages of $500,000 were the results of the fire and explosion in Columbia Pictures' branch office here, the worst disaster of its kind in Mexico. Columbia is doing business from temporary offices and negatives of destroyed films are available, as they were stored in bank vaults.

The body of Fernando Escalante del

(Continued on page 5)

Personal Mention

MORT BLUMENSTOCK, Warner advertising-publicity chief, is in Washington today from New York.

•

GEORGE MINTER, managing director of Renown Pictures, will arrive here from London today. Due to arrive yesterday, his plane turned back because of engine difficulties.

•

ANDY W. SMITH, JR., 20th Century-Fox sales vice-president, and LEMOYNE JONES and ROGER FERRI of the home office, will be in Bosotn today from New York.

•

GEORGE A. MASON, manager of the Kenmore Theatre, Buffalo, has resigned to become house manager of the 20th Century Theatre in the same city.

•

PANDRO BERMAN, M-G-M producer, and MRS. BERMAN, are due here from Hollywood this week and will sail for Europe on the *Ile de France*.

•

MARTIN MOSKOWITZ, 20th Century-Fox New York division sales manager, left here yesterday for Albany, Buffalo, Syracuse and Gloversville.

•

NEIL F. AGNEW, Motion Picture Sales Corp. president, expected here yesterday from Europe, has deferred his return for several days.

•

OSCAR HOLMES, Chicago manufacturer of sound projection equipment, is in New York testing his new television projectors at NBC.

•

JACK ATLAS, M-G-M studio publicist, arrived here yesterday from the Coast and will leave in several days for a vacation at Boston.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, left here yesterday for Jacksonville.

•

MILT LIVINGSTON, Universal-International trade press contact, is on a week's vacation on Long Island.

•

BENJAMIN FIELDING, Loew executive, returned here yesterday from a vacation at Lake Placid.

NEFC Calls Meeting Here for July 27

The executive committee of the National Exhibitors Film Co. will hold its next meeting here on July 27 at the Waldorf-Astoria. The meeting is scheduled to pass upon incorporation papers, by-laws and other organizing details preliminary to the launching of the new production financing company.

Mulvey Back in NY

James M. Mulvey, president of Samuel Goldwyn Prod., returned to the home office here yesterday after a one-week trip to London on company affairs.

Home Theatres Said Negotiating for 11

MINNEAPOLIS, July 18. — Home Theatres' board of directors are reported to be meeting to consider a proposal to buy the 11 theatre properties which the group is now leasing from Ed J. Baehr.

Baehr is said to have been at odds with various members of the Home group and last year started construction of a theatre project at Chippewa Falls, Wis., stronghold of George Miner, one of the Home directors. More recently, Baehr invaded Anoka, Minn., where another Home director, Charles B. Clossen, operated the Green theatre. Outcome of the latter deal terminated in the sale of the Green by Clossen to Baehr two weeks ago. The latter is also reported planning to invade Morris and Benson, Minn., where B. J. Benfield and Jack DeMarce, respectively, operate independent theatres. They are both former stockholders in the Home group.

Baehr theatre properties under lease to Home Theatres are: Border and Grand, International Falls; Ely, Ely; Breckenridge; Royal and Park, Park Rapids; Avalon and Falls, Thief River Falls; Brainerd, Brainerd, all in Minnesota, and the Valley in Wahpeton, N. D.

Skouras Circuit in Drive for Children

During the month of August the Skouras Theatres, including the Rivoli on Broadway, will stage a campaign for $50,000 on behalf of the New York *Herald Tribune* Fresh Air Fund, a 72 year-old institution whose $350,000 annual budget is spent for the purpose of sending underprivileged children to summer camps, William A. White, general manager of the circuit, announces. As a part of the month long campaign the Skouras community service department has produced a 7-minute film entitled "This Is The American Way" featuring Celeste Holm for showing in all 68 houses of the circuit.

UJA Sets 2 Meets For This Week

The advisory board of the amusements division of the United Jewish Appeal will meet for lunch tomorrow at the office of Fred J. Schwartz, of Century Theatres, chairman of the division.

The next day the exhibitors special committee headed by Joshua Goldberg of Raybond Theatres will meet in the offices of the Independent Theatre Owners Association at the Hotel Astor.

Exhibitor's Sentence Upheld by Jury

ATLANTA, July 18.—Verdict of the Fulton County Court, under which R. E. Gore, former manager of the Hanger Theatre, Hapeville, Ga., was sentenced to serve a year in jail for showing the film, "Valley of the Nude," has been upheld by a Court of Appeals jury here.

Auxiliary Lights for Connecticut Theatres

Hartford, July 18.—A new state fire law has gone into effect requiring all places of public assembly, including theatres, to be provided with auxiliary lights in the event of an emergency.

Auxiliary lights at all exits and corridors leading to fire safety doors and fire escapes must be provided, and power must be drawn from a separate source, such as storage batteries.

Set New Wage Pact For U. K. Theatres

LONDON, July 18.—Following months of negotiations the Cinematograph Exhibitors Association and the National Association of Theatrical and Kine Employes have reached agreement on their new wages pact. It remains to be formally ratified.

The new agreement is for 18 months. It gives female theatre employes a 44-hour instead of 48-hour week and wage increases ranging from two shillings and sixpence weekly for 90,000 employes. It will cost exhibitors an estimated £1,500,000 ($6,000,000) annually. Exhibitors will watch its effects before raising admission prices, it was indicated.

Sopeg-E-L in New One Year Contract

A new one-year contract has been signed by Eagle-Lion and the Screen Office and Professional Employes Guild, it was announced here jointly.

The contract provides a minimum wage of $30 a week for messengers and office boys and $33 for clerks. Salary adjustments are retroactive to Feb. 1, 1949, the date of termination of the previous contract. The company has also agreed to a merit review of salaries every six months.

Meet to Finalize Publicist Proposals

Contract proposals for the new theatre publicists unit of the Screen Publicists Guild will be formalized at a membership meeting here Thursday. At the same time a charter will be issued for the unit.

The contract proposals will be presented to first-run theatres shortly thereafter, according to Len Goldsmith, SPG business manager.

Cite 7 Companies For Annual Reports

Seven motion picture companies have qualified for the "Highest Merit Award" in the survey of annual stockholder reports for 1948 of 4,200 corporations, conducted by Weston Smith of the *Financial World*. Of all candidates in this classification, one will be selected as "Best of Industry." The seven companies are: Columbia, Walt Disney Productions, Paramount, Monogram, Republic, 20th Century-Fox and Universal.

Huge Lamp to Light Up Sky for 'Stable'

A 50,000-watt incandescent bulb which will be visible throughout the metropolitan area will be placed on a specially constructed platform atop the Rivoli Theatre here as part of the premiere ceremonies for "Come to the Stable," 20th Century-Fox, on July 27. Developed by General Electric, the lamp measures 34 inches high, 64 inches around the middle and has a diameter of 20 inches.

If the premiere night is clear, rays of the huge bulb will be seen in surrounding states, it is said. Filaments inside the globe are thicker than an ordinary lead pencil, as compared to the hair-thin filaments in a 100-watt bulb. It uses power equivalent to that used by 835 60-watt lamps but produces light equivalent to 2,000 60-watt lamps.

Stillman Plans Company

HOLLYWOOD, July 18.—Robert Stillman, who co-produced "The Champion" and "Home of the Brave" with Stanley Kramer at Screen Plays, is forming Robert Stillman Productions and plans a program of three features over an indefinite period.

Rocking Chair Loge

SAN FRANCISCO, July 18.—Rocking chair loges are a feature of the new Millbrae Theatre of the Golden State Circuit, which opened here at the weekend. Seating 1,000, it is completely modern in appointments.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
In Person PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

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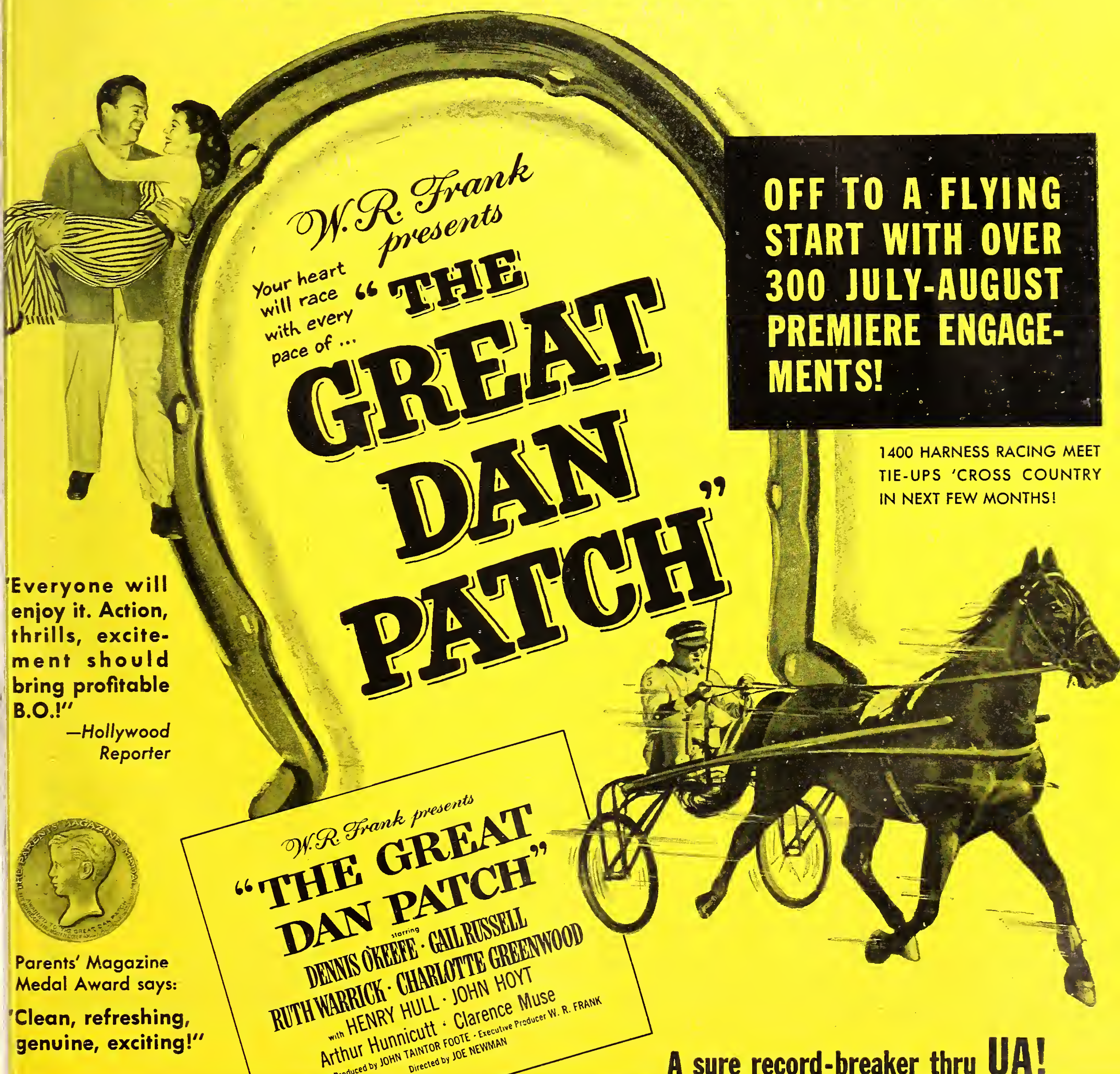
THE GREAT DAN PATCH
1:55 Mile

A sure winner then . . .

A SURE WINNER NOW!



W. R. Frank presents

Your heart will race with every pace of ...

"THE GREAT DAN PATCH"

OFF TO A FLYING START WITH OVER 300 JULY-AUGUST PREMIERE ENGAGEMENTS!

1400 HARNESS RACING MEET TIE-UPS 'CROSS COUNTRY IN NEXT FEW MONTHS!

"Everyone will enjoy it. Action, thrills, excitement should bring profitable B.O.!"
—Hollywood Reporter

Parents' Magazine Medal Award says:

"Clean, refreshing, genuine, exciting!"

W. R. Frank presents
"THE GREAT DAN PATCH"
starring
DENNIS O'KEEFE · GAIL RUSSELL
RUTH WARRICK · CHARLOTTE GREENWOOD
with HENRY HULL · JOHN HOYT
Arthur Hunnicutt · Clarence Muse
Written and Produced by JOHN TAINTOR FOOTE · Executive Producer W. R. FRANK
Directed by JOE NEWMAN

A sure record-breaker thru UA!

MGM Anniversary Sales Totals Mount

Eight more M-G-M salesmen have liquidated all bookings for theatres in their territory in the current Silver Anniversary celebration, bringing the total to 36. In addition, 39 other salesmen have dates in for all theatres on their books.

Seven exchanges have now liquidated all of their possibilities and 13 others have dates in for representation in all theatres in their territories. They represent at least 60 per cent of the company's branches, while the salesmen, all of whose possibilities have been realized, represent 80 per cent of the company's field force. Special effort will be made by the remainder to sell an M-G-M feature, short or newsreel to every theatre on their routes by Aug. 31, end of the company's fiscal year, as their part in the anniversary observance.

William F. Rodgers, vice-president and general sales manager, will report on new product at a trade press luncheon here today, following his recent visit to the Culver City studio.

Select Theatres for 'Irma' Screenings

Trade screenings for Hal Wallis' "My Friend Irma" will be held in theatres, instead of the customary projection rooms, in some 32 key cities, A. W. Schwalberg, Paramount vice-president and general sales manager, has announced.

Schwalberg said that the exhibitor, by observing the effect of the comedy on the audience, "will get a full realization and appreciation of its appeal" which should help him in exploiting the film to his own audience. He pointed out that since the film will be shown on programs with other Paramount features, the theatres' grosses also will be aided.

New Georgia Aircaster

JESUP, Ga., July 18.—The Altamaha Broadcasting Co. radio station WBGR has officially gone on the air. The owner is W. G. Thomas.

TWA TWA TWA TWA
ONLY TWA
offers 300-mph
CONSTELLATION
SERVICE
Coast-to-coast
and overseas
For reservations, call your TWA office
or your travel agent.

Across the U.S. and overseas...
you can depend on
TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

Reviews

"Death Valley Gunfighter"

(Republic)

WESTERN-FILM followers, and those on the borderline, will be quite satisfied with "Death Valley Gunfighter," which is quite up to par with others in the Allan (Rocky) Lane series of action productions, and which gives further evidence that with each succeeding film Lane is developing to be one of the more suave Western heroes. In appearance and deportment, he gets the most out of every situation and his performance is now well in the saddle of accepted standard Western fare.

This time, Lane goes to the rescue of the owner of a quick-silver mine, who is being harassed by bandits anxious to take over. The town banker is involved with the gang. Lane is brought on the scene by a sheriff anxious to get to the bottom of the mystery, and before the fadeout, there is plenty of gunplay, fisticuffs, hard riding and straight shooting, enough to keep any fan on the edge of his seat.

Eddy Waller, as the old mine owner, Gaye Davis, as the girl, and the rest of the cast do adequate supporting jobs. Photography is of a high quality. "Death Valley Gunfighter" was directed by R. G. Springstein. Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification.

"Ringside"

(Screen Guild)

Hollywood, July 18.

"RINGSIDE" is a modestly budgeted prizefight picture that should evoke a pleasing reaction from the action fans. The cast, headed by Don Barry, Tom Brown and Sheila Ryan, has been provided with enough conflict, romantic as well as pugilistic, to compensate for the over-familiarity of the plot.

Brown is the methodically able young middleweight who works his way up to a championship bout only to lose it and his eyesight when the champ discovers the challenger is virtually blind in one eye and goes to work rendering the other sightless. Barry, a more gifted, nautral fighter than his brother Brown but preferring the career of a concert pianist, then dons gloves to avenge his brother. In rather short time and unknown to Brown, who is awaiting an operation in the hospital, Barry works up through the ranks to a fight with the brutal champion, Tiger Johnson. Determined to kill his opponent in the ring, or at least blind him, Barry is convinced in the 11th round of a 15-rounder by his brother "that it's all part of the game" and mercifully knocks out the well-tamed Tiger.

Romantically, a devoted nurse comes to the rescue when Brown appears to be losing his fiancee, Miss Ryan, to his fighting pianist brother. And for a rather novel ending, Barry returns to his piano and the picture closes on an empty arena saying, "This is one decision the ring lost to Chopin."

Good character performances are contributed by former welterweight champion Tony Canzoneri, as a disgruntled pug and ringside bettor, Joey Adams as a kibitzing second, and William Berger as the piano professor. Frank McDonald directed and Ron Ormond produced from a screenplay by himself and Daniel B. Ullman. Running time, 63 minutes. General audience classification. Set for July release.

Joseph Blowitz, 68

PITTSBURGH, July 18.—Joseph Blowitz, 68, manager of the Manor Theatre here, died in the theatre Saturday night of a heart attack. An industry veteran, he opened a nickelodeon in St. Louis in 1906, and later operated theatres throughout the Midwest. The widow and two sons survive.

Lizzie C. Matlock, 76

PENDLETON, ORE., July 18.—Lizzie C. Matlock, 76, pioneer exhibitor, died at her home here of a heart attack Friday. She was a native of Colfax, Kan. Mrs. Matlock and her husband were theatre owners and operators in Heppner, and Pendleton, Ore., and at Pomeroy, Wash., as far back as 1897.

Paul Drake, Exhibitor

NEW ORLEANS, July 18.—Paul Drake, operator of the Ideal and Pic Theatres, Pontchatoula, La., died at his home in that town on July 14 after an illness of several weeks.

Autry Show Mgr. Dies

YAKIMA, Wash., July 18.—James McKechnie, business manager for the Gene Autry road show, died of a heart attack here July 13. He had been with the Earl Carroll Vanities for 20 years before joining Autry in 1948.

Ohio Tax Bill Dies

COLUMBUS, O., July 18.—A bill to permit Ohio township trustees to levy a three per cent admission tax on drive-ins and other amusements failed to get out of the House Taxation Committee before adjournment, *sine die*, of the Ohio Legislature Friday. A few days before adjournment, the Ohio Drive-in Theatre Association had been formed to fight the measure.

Schine Heads USO Drive

ALBANY, N. Y., July 18.—J. Myer Schine, president of Schine Circuit, Gloversville, N. Y., has been appointed USO chairman for Northeastern New York, with a drive scheduled for fall to raise $112,000 of the state's $522,000 quota.

Miller in New Post

ALBANY, N. Y., July 18.—Joe Miller, who has represented Columbia, PRC and Film Classics here, has been named upstate distributor of 20 Universal re-issues distributed through Favorite Pictures, Inc.

Services for Ellis

SAN FRANCISCO, July 18.—Funeral services were held here today for Thornton Ellis, Fox West Coast manager of the Sequoia Theatre in Redwood City. Ellis died suddenly Friday

Invite Exhibitors

(Continued from page 1)

visits to the Charlotte, Jacksonville, Atlanta and New Orleans branches, said that bookers and salesmen in every branch center in his division will be given hints on theatre operation by the cooperating exhibitors.

The following exhibitors have accepted invitations to appear at the meetings: Martin Mullin, New England Theatres, Boston; George Lynch, Schine Circuit, Gloversville; I. J. Hoffman, Warner Bros. Theatres, New Haven; Bernard Brooks, Fabian Theatres, Albany; Roy Smart, Kincey Theatres, Charlotte; Robert Wilby, Wilby Circuit, Atlanta; Leon Netter, Florida State Theatres, Jacksonville; Gaston Dureau, Paramount-Richards, New Orleans; Harry Brandt, Brandt Theatres, New York; Sam Rinzler, Randforce Circuit, New York.

Vets Cite Yates For 'Red Menace'

HOLLYWOOD, July 18.—Herbert J. Yates, Republic president will receive the Veterans of Foreign Wars' Gold Cross of Malta from state commander William J. Harry Wednesday in the Los Angeles city council chambers. The award cites Yates "For your courage and loyalty to America as proven in your production 'Red Menace', which is doing so much to combat subversive forces trying to undermine our democratic form of government."

TOA Plans for Women

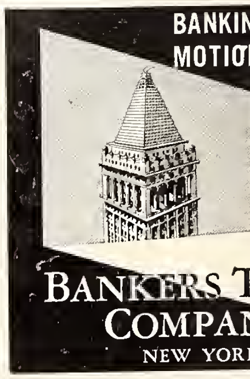
HOLLYWOOD, July 18.—Declaring "It is our purpose to make this convention the most interesting and entertaining ever attended by women," Mrs. Jennie Dodge, chairwoman of the committee in charge of the distaff side of Theatre Owners of America convention plans, announced studio makeup and costuming demonstrations, fashion shows, radio and television broadcast visits, studio tours and sightseeing motorcades are among the features already lined up for the September exhibitor convocation.

Steinberg to Paramount

Herb Steinberg has joined Paramount's publicity department as publicity contact and planter, it was announced yesterday by Max E. Youngstein, national director of advertising and publicity. Steinberg began in film publicity with PRC Pictures, then moved to Eagle-Lion where he bacame New York newspaper and syndicated columnist contact.

Start TV Station

CHARLOTTE, N. C., July 18.—Television station WBTV was officially launched here.



BANKING FOR THE
MOTION PICTURE
INDUSTRY
BANKERS TRUST
COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Film Festival

(Continued from page 1)

000,000 persons in this country (who) seldom, in fact, rarely go to the movies," and re-establish the old customers, Sullivan said.

Sullivan has proposed a coordinating committee representative of producers, distributors and the exhibitor organizations which would map the specific details of the program. Under the plan at present, each of the five major companies would release two of their top productions through their own channels of distribution. The other companies probably would release one or two top films, making a total of about 20 available for the festival.

Would Double Ads

Exhibitors would take "liberal" space in newspapers, heralding "the dawn of a new era" in motion pictures, and producers and distributors would be asked to double their normal monthly advertising budgets, using half of the amount for local campaigns with the costs to be shared by the local exhibitors. A showman's committee would be formed in each state and exchange area to coordinate festival activities. Simultaneous premieres of "festival" pictures would be arranged by key cities with exhibitors provided with promotional material and with the stars of the films making personal appearances.

Sullivan will ask the following to serve on the coordinating committee: Eric A. Johnston, president of the Motion Picture Association of America; Ellis Arnall, president of the Society of Independent Motion Picture Producers; Max Youngstein, Associated Motion Picture Advertisers; Abe Montague, vice-president of Columbia; William F. Rodgers, vice-president of M-G-M; A. W. Smith, Jr., vice-president of 20th Century-Fox; Abram F. Myers, Allied States general counsel; Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, and Ted R. Gamble, TOA board chairman.

Laboratory Strike

(Continued from page 1)

on with the companies since April, came to an impasse two weeks ago, according to Francavilla. The old contract expired on June 19. The union is now mapping its strike strategy. A strike would not only affect the processing of features, but newsreels, shorts, and television films as well. Approximately 90 per cent of features are processed here, Francavilla said.

In accordance with the Taft-Hartley Law, the union has informed the U. S. Conciliation Service of the impending strike, and it in turn has assigned Commissioner J. Mandelbaum to the conciliation efforts. He is expected to meet with both sides today.

According to Francavilla, "the companies' adamant attitude" gives the union no alternative but to strike. He said that since the start of negotiations, the employers "have not acceded to a single demand of the union in whole or in part."

An attempt to reach Joseph McMahon, chairman of the company group, for comment yesterday, was unsuccessful.

The union's basic demands are a 32-hour week instead of the present 40; a welfare fund; increased vacations; additional holidays; night differentials for the midnight shift and severance pay.

NY 1st Run Income

(Continued from page 1)

for about $20,000 in the initial week.

"Look for the Silver Lining" with the stage presentation at the Music Hall continues to lead the field of holdovers with $141,000 in view for a big fourth week. The show will stay on for at least a fifth. "The Fountainhead" at the Strand, sans stage show, might reach $20,000 in a moderate second week after having taken $25,000 in the first. "House of Strangers," with Herb Shriner and Janet Blair among others on stage, apparently will give the Roxy about $65,000 in a mild third and final week and will be replaced on Friday by "You're My Everything."

The third week of "Lost Boundaries" probably will mean about $18,000, which is favorable, to the Astor. "Any Number Can Play," with Hal McIntyre's orchestra and Hal Le Roy on stage, should give the Capitol an estimated $49,000 in a good third week.

"The Great Sinner" is holding up fairly well at the State, where $20,000 is in view for the third week. "Take One False Step" might reach $6,000 in a slow third week at the Rivoli. This week's eight acts of vaudeville, with "Massacre River" on the screen, probably will provide the Palace with $24,000, which is healthy business.

"Home of the Brave" is continuing at a good pace at the Victoria where $10,500 is in prospect for the 10th week. "Movie Crazy" at the Globe is headed for a third and final week's gross of $9,000, which is rather dull, and will be succeeded by "Not Wanted" on Saturday. "Red Shoes" still is giving the Bijou good business, the 39th week's take being estimated at $8,000. Similarly, "Hamlet" remains a profitable tenant at the Park Avenue, where $7,500 is likely for the 43rd week.

One Dead, 32 Hurt

(Continued from page 1)

Castillo, a packing room employee, at first believed missing, was found two days after the explosion when firemen were excavating the ruins. The explosion had blown off his legs, leaving him helpless in the flames.

Manager Serge Koger and Sidney Bruckman were telephoning New York when the fire broke out. They had locked their door, with strict orders not to be disturbed under any circumstances, but employes managed to warn them in time to escape. Koger, Bruckman and Gustavo Gomez Sameniego, assistant manager, aided several panic-stricken workers to safety.

Suspicion of sabotage, aroused by a tip from a witness, has been discounted, with an electric short circuit believed to have been the cause.

KATO Elects

(Continued from page 1)

Keiler, W. E. Horsefield, Fred J. Dolle, Kenneth Arnold, Tom Hill, Joseph Isaacs, A. J. Sexton, Jr., Andy Anderson and W. Freeman Smith. The annual convention date was set for Oct. 5-6, at the Brown Hotel here.

Chief activity of KATO in the coming period will be an active campaign for the repeal of state and Federal admission taxes. A trailer, made under KATO direction, will be shown in every first-class theatre in the state and association officers have urged all exhibitors to write their legislators.

89 Features Are on Technicolor Schedule

Technicolor feature distribution, production and preparation are currently at a record level. Nineteen Technicolor productions are now in release, 33 have been completed and are awaiting release, 11 are in production, and 26 are in preparation—an overall total of 89.

Abandon Quota

(Continued from page 1)

by the Joint Export-Import Agency because the U. S. Board of Directors for the agency will not approve.

The statement from McCloy means that Johnston's speedy action on the report from Germany has paid off.

MPAA officials said they still did not know exactly what sort of quota was being proposed, but that it was now fairly apparent that the move had originated with the German industry.

Meet to Weigh

(Continued from page 1)

for some time over such a possibility. The meeting, however, is expected to be routine and no statement from Wilson is expected. The current level of production here also will be reviewed at the meeting.

Although Sir Henry French of the British Film Producers Association still is hopeful, no meeting of the Anglo-U.S. Council has yet been scheduled for next month.

Arnall, Johnston

(Continued from page 1)

the West Coast, quickly agreed. Arnall is being accompanied here by SIMPP counsel Robert J. Rubin. Joyce O'Hara, executive assistant to Johnston, also will sit in at tomorrow's meeting.

Asked whether he would suggest to Johnston a joint call at the State Department in further protest against the British quota, Arnall said he had not "formulated any definite plans in view of the way developments have been popping recently. I'll certainly talk some about that and just about everything else."

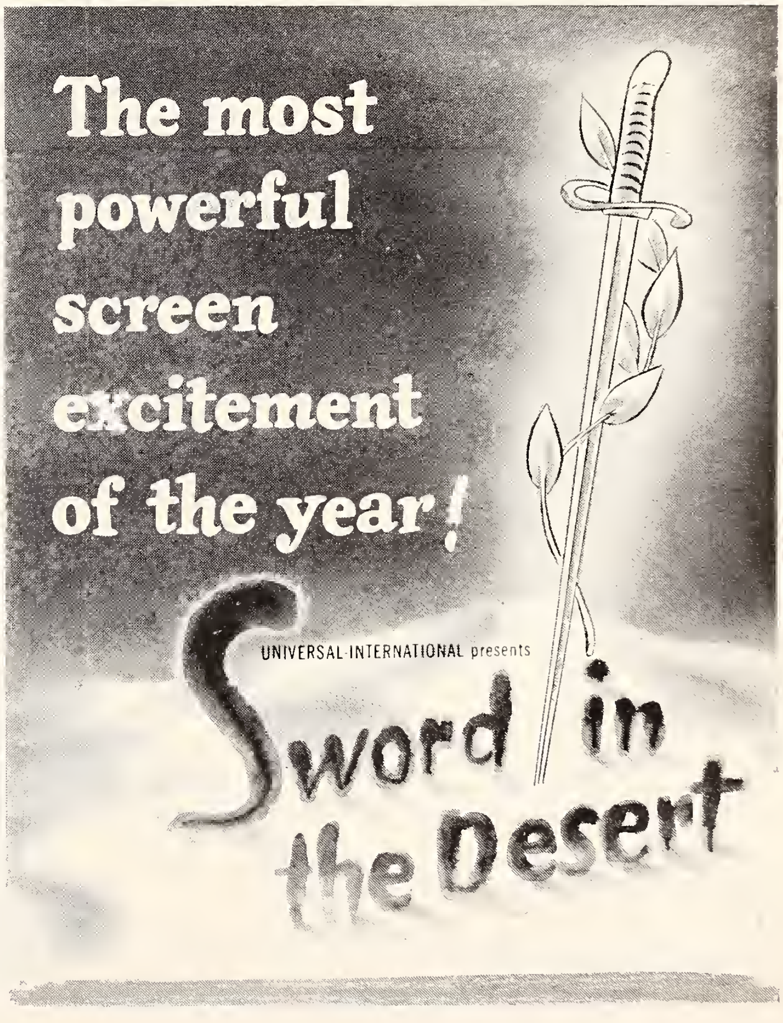
Arnall said he would remain here all this week and probably all next week as well. He will testify Wednesday before a special House Judiciary Subcommittee investigating monopoly, discussing the film industry and making recommendations for various changes in the anti-trust laws.

After that, Arnall said, he has no definite program. He indicated he would spend time at the State and Justice Departments, on the hill, at the White House, and "wherever it'll do some good."

Meanwhile MPAA officials said that no decision had been made yet as to whether Johnston will accept an invitation to testify before the judiciary group.

Salzburg Leaves Post

Milton J. Salzburg, sales manager of Post Pictures Corp. for the past two years, has announced his resignation effective Aug. 1. Salzburg has been in the educational and home film field for 15 years and in the 35 mm. commercial field before that.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"ONE OF THE MOST EFFECTIVE PICTURES WE'RE LIKELY TO HAVE THIS YEAR!" —Times

"ONE OF THE BEST AMERICAN MOVIES MADE SINCE THE WAR" —Newsweek

"TOPS IN CINEMA!" —News

"A GREAT AMERICAN MOTION PICTURE! PROFOUNDLY STIRRING! WORTH ANYBODY'S MONEY, TIME AND ATTENTION!" —Post

"An Honest And Affecting Movie" —Life Magazine

"A SCREEN ACHIEVEMENT! SHATTERING IMPACT!" —Herald-Tribune

"A Memorable Film, Beautifully Played and Tenderly Told!" —Walter Winchell

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66, NO. 13 NEW YORK, U. S. A., WEDNESDAY, JULY 20, 1949 TEN CENTS

Decree Ruled Apart From Private Suits

5th-Walnut Loses Its 'Test Action' Appeal

The *U. S. vs. Paramount* anti-trust suit has not reached the stage where it can properly be considered within the statutory terms and, hence, the findings of fact and conclusions of law in that litigation do not qualify for introduction as evidence in private anti-trust actions brought against the defendants in the government suit.

This ruling was made here yesterday by the three-judge U. S. Circuit Court of Appeals in support of the dismissal by Federal Judge Vincent L. Leibell a year ago of the $2,100,000 triple-damage anti-trust suit brought by Fifth & Walnut Amusement Co. of Louisville.

Following yesterday's ruling, which was written by U. S. Circuit Court Judge Charles E. Clark and concurred

(*Continued on page* 4)

Petrillo Here for AFM Contract Talks

James C. Petrillo, president of the American Federation of Musicians, has returned here from a Wisconsin vacation to confer with film company heads on the setting of a date and place for opening of negotiations for a new contract for musicians at the major Hollywood studios.

The problem of television film mu-

(*Continued on page* 4)

End Not in View in Ascap Decree Talks

Washington, July 19.—Justice Department officials said that they saw "no hope for an early end" to negotiations with Ascap for a revision of the 1941 consent decree.

Ascap and Anti-Trust division lawyers met practically all day yesterday, and the upshot was that both sides retired for "more revising and more thinking." And, said one Justice official, "it looks like things will go on that way for quite some while." More conferences this week are unlikely, he indicated.

Britain May Tie Quota Changes to Remittance Talks

London, July 19.—Board of Trade sentiment for tying up discussions of a lower film quota with the coming negotiations concerning the second year terms of the Anglo-American monetary agreement appears to be gaining ground, it is learned from authoritative but unofficial sources.

Meanwhile, the Board today issued a report showing that British production during the year ended March 31, 1949, had dropped to 120 feature length films compared with 170 registered during the previous year, while shorts had dropped to 229 from 297.

A Board spokesman said it is always prepared to listen to and consider American views on the quota. He recalled that Americans undertook to maintain production here at the rate contemplated early in 1947 and added that "we should like to see more production under American auspices."

The Board is concerned over the

(*Continued on page* 4)

To Set Lab Strike Date at Meet Today

The day and hour of the strike of the Motion Picture Laboratory Technicians, Local 702, IATSE, will be set this afternoon at a special meeting of the entire executive board and the negotiating committee, it was disclosed here yesterday by John J. Francavilla, local president.

The final plans and strategy of the strike will be worked out at the meet-

(*Continued on page* 4)

Johnston, Arnall in Wide Verbal Range

Washington, July 19.—Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers "covered the waterfront" of industry problems in a three-hour meeting here today, but came up with "nothing definite."

Arnall said the meeting, held at MPAA headquarters, took in "just about everything you can think of affecting the industry—foreign problems, the British situation, domestic business, industry public relations—but there was no decision on anything."

Ginsberg Captains Para. Sales Drive

Henry Ginsberg, Paramount vice-president and studio head, has been named honorary national captain of the company's "Gold Rush of '49 Sales Contest," A. W. Schwalberg, vice-president and general sales manager, announced yesterday.

Ginsberg expressed himself as pleased with the honor, pointing out that the responsibility of the studio does not end with the production of motion pictures.

"We are all working together to produce, sell and promote our product, and any help that we can lend in furthering the interests of the company

(*Continued on page* 4)

Rep. Doughton Says House Won't Act on Ticket Tax

Washington, July 19.—A severe blow was dealt industry hopes for a reduction of the Federal admission tax during the present session of Congress when Chairman Doughton of the House Ways and Means committee made it known to Senate leaders that such a bill would be pigeonholed in the House if the Senate should pass it.

Doughton is in a position to control the bill in the House since he heads the tax-writing committee. The North Carolinian is sympathetic to reduction of the wartime excise rates but feels that with the government threatened with a deficit for the current fiscal year no action should be taken on the taxes. Doughton also is said to favor

(*Continued on page* 4)

Company Salesmen Handle 'Vet' Short

Salesmen of the major companies are handling the booking of the Disabled American Veterans short, "How Much Do You Owe?", being distributed by National Screen Service for the industry as part of its enlarged public relations program.

The salesmen will carry the special booking cards when they visit their accounts. When a theatre fills out a card, it is to be mailed to Gen. Jonathan M. Wainwright, national DAV commander, in care of the local N.S.S. exchange, with the exhibitor

(*Continued on page* 4)

MGM Lists 3 A Month for Balance of '49

May Boost Production Further, Rodgers Says

W. F. Rodgers

Confident of a bright future, Metro-Goldwyn-Mayer will release at the rate of three features a month for the remainder of the calendar year and beyond that may step up its production and distribution schedules consistent with market requirements, William F. Rodgers, vice-president in charge of distribution, told the industry press at a luncheon-meeting at the Hotel Astor here yesterday.

In addition to the 12 films which he

(*Continued on page* 4)

'B' Pool Problem Parley Tomorrow

The executive committe of the Motion Picture Export Association's board of directors, comprising company presidents, will meet here tomorrow morning for further discussions concerning proposals that that part of the Anglo-U. S. remittance agreement

(*Continued on page* 4)

MPAA 'P.R.' Heads Report Tomorrow

Ned E. Depinet, William F. Rodgers and Maurice Bergman of the Motion Picture Association of America exhibitor-community relations committee will discuss with MPAA president Eric A. Johnston and vice-president Francis Harmon at a luncheon-meeting here tomorrow, the exploratory meetings held thus far with exhibitor groups and will consider the developing plans for the pending industry-wide meeting in connection with the industry public relations drive.

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, will sail for Europe aboard the *S. S. Queen Mary* on July 28.

•

STANTON GRIFFIS, head of Paramount's executive committee, is reported to be in a satisfactory condition at the Presbyterian Medical Center here after undergoing an eye operation on Monday.

•

LOUIS MUNOZ MARIN, governor of Puerto Rico, and his family will be the guests of Radio City Music Hall this evening.

•

LOUIS B. MAYER, M-G-M production head, and HOWARD STRICKLING, studio publicity head, are scheduled to leave here Friday for the Coast.

•

SIDNEY FRANKLIN, M-G-M producer, will arrive in New York from Hollywood today and will sail for London Friday.

•

HAL ROACH is in New York from Hollywood.

MPEA's Mayer Due From Japan Today

Charles Mayer, managing director in Japan for the Motion Picture Export Association, is scheduled to arrive in New York by plane tonight for home office conferences, after being summoned here by Irving A. Maas, MPEA vice-president and general manager.

His visit will coincide with current discussions in progress with government officials concerning the conversion of MPEA's frozen yen balance in Japan, investment opportunities for such funds, and the convertibility of future yen earnings.

Neagle Wins British Fan Magazine Award

LONDON, July 19.—Anna Neagle, currently starring in Herbert Wilcox's "Spring in Park Lane," will receive a gold award from *Picturegoer,* leading fan magazine here, as the year's finest actress, it will be announced here Thursday. Laurence Olivier won the actor's award, with Michael Wilding the runner-up.

RKO Chicago Sales Meet Starts Today

CHICAGO, July 19.—Fourth of RKO Radio's series of five regional sales meetings gets under way here tomorrow at the Drake Hotel with Robert Mochrie, vice-president and general sales manager, presiding.

Cowan to Eagle-Lion

Phil Cowan, formerly with United Artists, has joined the publicity department of Eagle-Lion as syndicate and trade press contact, it is announced here by Leon Brandt, national director of advertising, publicity and exploitation.

Press Urges End of Maryland Censors

BALTIMORE, July 19.—The Maryland Board of Motion Picture Censors is the target of an attack by the Baltimore *Sunpapers* this week, with the newspaper's editorial columns asking "whether there is any sense in continuing the state motion picture board" and demanding that it be abolished.

The row followed a ruling by Maryland's Attorney General Hall Hammond who took a stand against the censor board for banning "On Polish Land" on the ground that it was "Communist propaganda."

A protest was lodged by the film's owners and the Maryland Civil Rights Congress. The Censor Board "passed the buck" to Hammond who then held that the Censors may ban a film only on the grounds of its being obscene or indecent.

Legion Reviews 5; Classifies 2 'B'

Five additional films have been reviewed by the National Legion of Decency, with two getting a "B" classification. In that category are Columbia's "Anna Lucasta" and Crest Films' "Outcry."

Republic's "Flaming Fury" was given an A-1 rating, while A-11 ratings were dispensed to Columbia's "Doolins of Oklahoma" and RKO Radio's "Interference." The Legion also announced that RKO Radio's "Mighty Joe Young," previously rated A-11, has been reviewed again and classified A-1.

Paramount Settles Los Angeles Action

HOLLYWOOD, July 19.—Anti-trust action of the Pickwood Theatre, Los Angeles, against Fox West Coast and eight distributors, seeking damages in excess of $1,000,000, has been settled by Paramount, according to trade sources here. It is understood that Paramount agreed to grant run concessions rather than make cash allowance to the Pickwood in obtaining the dismissal from the case.

FCC Lawyer Urges Joint Video Project

John E. McCloy, attorney for the Federal Communications Commission, yesterday advised film exhibition to unite in theatre television in meeting growing competition. He urged theatremen to group together in arranging for exclusive rights to important sporting events. Adjusted admission prices would meet the costs of handling video, McCloy said.

Goldwyn Film Dancers

The "Roseanna McCoy" square dancers will give their adaptation of Kentucky mountain square dancers seen in the Samuel Goldwyn film this afternoon before the Dance Educators of America at their convention at the Waldorf Astoria Hotel here. The group will go on the road next week, with an itinerary of 29 cities.

Conciliation Meet Set for SPG-Majors

A special three-man panel has been set up by the United States Conciliation Service in the dispute between the Screen Publicists Guild and the companies and a meeting of both sides has been called for Tuesday morning.

The parley will mark the first joint meeting since an impasse was reached June 10. In the interim SPG has amended its previous proposals and generally increased its demands. Len Goldsmith, SPG business manager, has taken a pessimistic view of the forthcoming meeting, saying the union has set up plans for a long fight.

'Brave' Booked for More Southern Dates

Following openings in Texas, United Artists-Screen Plays' "Home of the Brave" has been given a New Orleans booking for late in August. Also, the North Carolina Kincey circuit has booked the film, beginning with Raleigh, Charlotte, Hendersonville, Chapel Hill, Hickory and Greensboro.

Egypt May Default Film Remittances

WASHINGTON, July 19.—There is "serious question" as to whether the Egyptian government can continue to make sufficient dollars available to enable the film companies to continue to remit 35 per cent of their royalties each month as provided for in the January, 1948, agreement, the Commerce Department said today.

Hint Film Import Cut for Canada

TORONTO, July 19.—Restrictions on the importation of films and theatre equipment may be in prospect for Canada, as a return to an austerity program has been openly suggested by Hon. C. D. Howe, a spokesman for the Dominion government.

Wakely to Produce

HOLLYWOOD, July 19.—Following an amicable termination of his contract with Monogram, Jimmy Wakely today announced plans for independent production of two features annually. The cowboy star has one more picture to make for Monogram.

Monogram Sales Meet

HOLLYWOOD, July 19.—Meeting of Monogram franchise holders and branch managers to map next year's production and sales policies has been set for Aug. 6-7 at the Drake Hotel, Chicago, president Steve Broidy announced here today.

Del Giudice to England

Filippo Del Giudice, managing director of Pilgrim Pictures, Ltd., will leave on the *Caronia* tomorrow for England.

Press Downs Para., 18-8

The trade press softball team beat Paramount by a score of 18 to 8 in a night game at Central Park Monday.

Newsreel Parade

PRESIDENT TRUMAN signing the housing bill, and the film studio fire in Germany mark current newsreel highlights. Other items include Bastille Day in France, a submarine crew rescue and sports. Complete contents follow:

MOVIETONE NEWS, No. 58—President Truman signs housing bill. Secretary Johnson holds meeting for unification of armed forces. Naval training for ROTC class. London: Jet bomb found near hospital. Munich: Film studio fire. England's bonnie Prince Charles.

NEWS OF THE DAY No. 292—Troops called as London dock strike grows. Rescue bell saves sunken submarine crew. Bonnie Prince Charles. White Sulphur Springs: Chiefs of staff meet for parley and play. German film studio goes up in flames. Japanese thrilled by gift of Salt Lake City. Kid ski star. Unique swimming pool in Chesapeake Bay. Calgary stampede.

PARAMOUNT NEWS, No. 95—Paris celebrates Bastille Day. Fire destroys film studio in Germany. Tokyo receives gift of animals from Salt Lake City. President Truman signs bill for building program. Rare films of England's future king.

TELENEWS DIGEST, No. 29-A—Russia slows traffic to Berlin. U. S. occupation of Korea ends. Pay tribute to Kim Koo, Korea's assassinated right-wing leader. Joe Martin answers President Truman on economic program. Rome: Pope blesses motorcycles. London: Blockbuster discovered near hospital. Montevideo sends statute to Minnesota. Air force displays a new "ejection-seat." Sports cavalcade in Ethiopia.

UNIVERSAL NEWS, No. 266—London dock strike. President Truman and the housing bill. Film studio fire in Germany. Prince Charles of England. Horse racing. Rodeo.

WARNER PATHE NEWS, No. 97—People in the news: Chiefs of staff, President Truman, Prince Charles. Harry Warner gets award for Friendship Food train. Diving bell rescues submarine's crew. Bastille Day in France. Munich film studio fire. Kid water skiier. Gold Cup race. Trotting races.

UA Product Backlog In Healthy Increase

United Artists reportedly will hold in abeyance plans which had been under consideration for new financing, pending the shaping up of new independent product which is slated for early release and the full results of films now being distributed. The company is in a better position, product-wise, at present than it has been for a long period, with nine films now in release, eight completed and awaiting release, two completed and being edited, five in production and eight in preparation, a total of 32.

Gradwell Sears, UA president, reported on the product status at a board meeting here yesterday, following his return from Coast conferences with company owners.

Stanley Schwahn, 53, Kansas Exhibitor

LAWRENCE, Kan., July 19.—Services were held here today for Stanley Schwahn, 53, president and general manager of Commonwealth-Lawrence Theatres and city manager for Commonwealth Theatres circuit, who died Sunday night at the Lawrence Memorial Hospital. Burial will be at Scandia, Kan., his former home.

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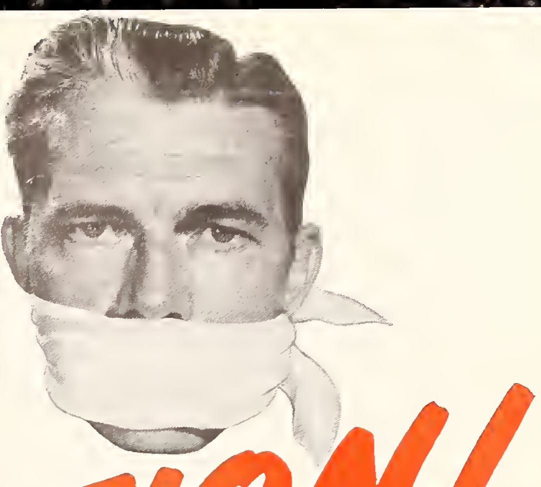

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LESS TALK!

Let's have
MORE ACTION!

Let's face the future together with
PICTURES!

Headline from DAILY VARIETY, June 29

METRO INTO HIGH GEAR

From FILM DAILY July 11th Issue

M-G-M Studios Hum With Peak Activity

West Coast Bureau of THE FILM DAILY

Hollywood — With 15 films being edited, five shooting and nine in preparation, the M-G-M studios and production personnel are acquitting themselves of one of the most ambitious schedules in years. The intensive program stems from the decision for a stepped up output made recently at conferences between Nicholas M. Schenck, Louis B. Mayer, Dore Schary and William F. Rodgers. Current activity is viewed as the turning of a new corner in the company's history on the eve of its 26th birthday. Company intends to maintain the three-a-month releasing stand taken recently.

Currently before the cameras are:

"On The Town," Gene Kelly, Frank Sinatra, Betty Garrett, Ann Miller, Jules Munshin, Vera-Ellen. Producer: Arthur Freed. Directors: Gene Kelly and Stanley Donen. Technicolor.

"Ambush," Robert Taylor, John Hodiak, Arlene Dahl. Producer: Armand Deutsch. Director: Sam Wood.

"Adam's Rib," Spencer Tracy, Katharine Hepburn, Judy Holliday, Tom Ewell, David Wayne, Jean Hagen. Producer: Lawrence Weingarten. Director: George Cukor.

"Nancy Goes To Rio," Ann Sothern, Jane Powell, Louis Calhern, Carmen Miranda, Barry Sullivan, Scotty Beckett. Producer: Joe Pasternak. Director: Robert Z. Leonard. Technicolor.

"East Side, West Side," Barbara Stanwyck, James Mason, Ava Gardner, Van Heflin, Cyd Charisse, Mary Astor. Producer: Voldemar Vetluguin. Director: Mervyn LeRoy.

Completed or nearing completion of editing: "That Midnight Kiss," "The Forsyte Saga," "Challenge To Lassie," (all three Technicolor). Also: "Tension," "Madame Bovary," "Border Incident," "The Doctor And The Girl," "Maylaya," "Sidestreet," "Conspirator," "Battleground," "Red Danube," "Intruder In The Dust."

Preparing for production in the near future:

"Key To The City," Clark Gable, Loretta Young, James Gleason, Marilyn Maxwell, Pamela Britton, Lewis Stone, Clinton Sundberg, Raymond Walburn, Frank Morgan. Producer: Z. Wayne Griffin. Director: George Sidney.

"Please Believe Me," Deborah Kerr, Van Johnson, Peter Lawford, Robert Walker. Producer: Val Lewton. Director: Norman Taurog.

"The Yellow Cab Man," Red Skelton, Jimmy Durante. Producer: Richard Goldstone. Director: Jack Donahue.

"Father Of The Bride," Elizabeth Taylor. Producer: Pandro S. Berman. Director: Vincente Minnelli.

"Outriders," Joel McCrea. Producer: Richard Goldstone. Director: Roy Rowland. Technicolor.

"The Knife," Gene Kelly, J. Carrol Naish. Producer: William H. Wright. Director: Richard Thorpe.

"Devil's Doorway," Robert Taylor, Louis Calhern, James Mitchell, Producer: Nicholas Nayfack. Director: Anthony Mann.

M-G-M 25th Anniversary 1924-1949

WINNER OF "EXHIBITOR MAGAZINE" POLL OF THEATRES FOR "BEST PRODUCT AND FAIREST TERMS!"

'B' Pool Problem

(*Continued from page* 1)

which creates a separate fund here for division of British film earnings in the American market be abandoned or revised. Various other foreign market problems also will be considered.

Several companies, by means permitted under the language of the British monetary agreement, have successfully maneuvered away from making payments into the fund, the so-called "B" pool.

Universal is the only company with appreciable earnings from British films in this market which has not attempted to side-step the intent of the remittance agreement, but it has served notice that it will not put its large earnings from British pictures here into the pool unless the entire situation is rectified.

Britain May

(*Continued from page* 1)

accumulation of excessive sums of unremittable sterling which will likely prove difficult to dispose of. In this connection there is also the possibility of further restrictions being imposed on dollar remittances should Britain's economic situation remain unimproved when the monetary pact expires.

Lab Strike Date

(*Continued from page* 1)

ing, according to Francavilla. He said the union was financially and morally prepared for the event. If the strike gets broad enough, "it will darken every house across the country," Francavilla said, hinting at a walkout of affiliated unions in the industry.

Ticket Tax

(*Continued from page* 1)

delaying action on the excise tax reductions until Congress is in a position to act on all excise levies.

The Senate Finance Committee recently approved by a 7 to 6 vote a rider to a House bill which came from the Ways and Means committee which would return most excise taxes to pre-war levels, including the admission tax. The action touched off a widespread drive by the industry to gain Congressional support for the bill. Indications now are that the bill cannot succeed, nor could any other similar measure at this session unless appended to a bill that the House was unable or unwilling to pigeonhole.

Ginsberg

(*Continued from page* 1)

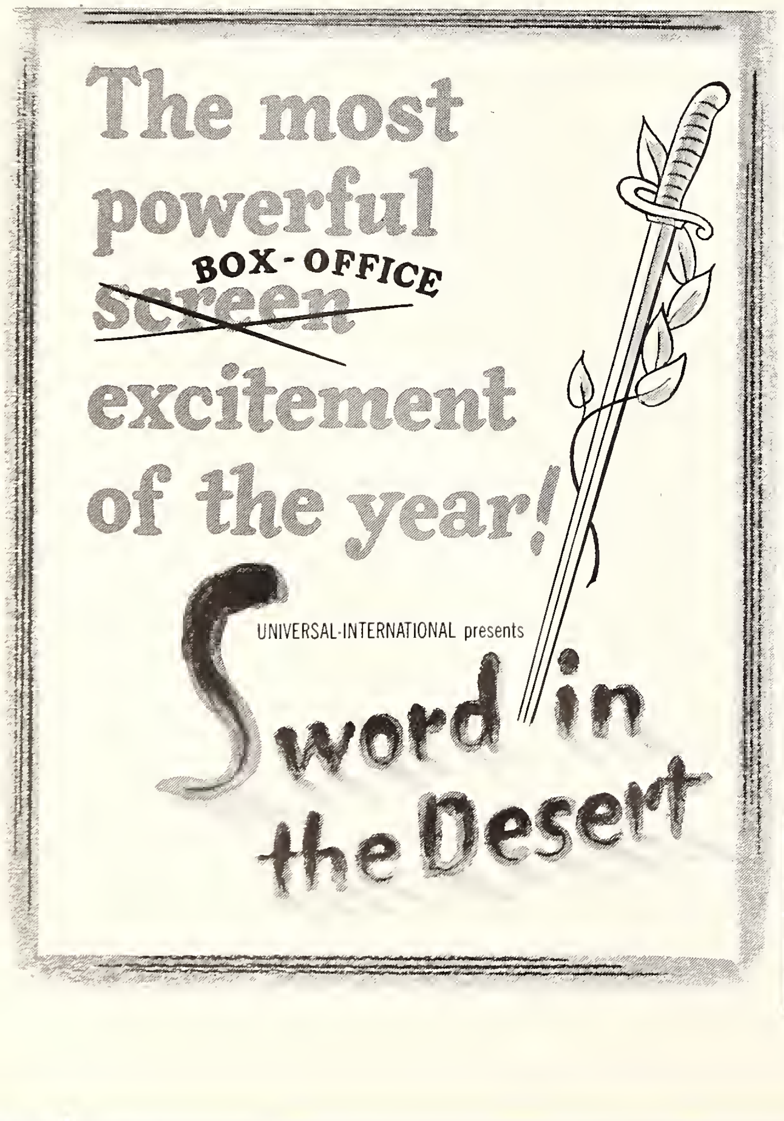
as a whole will be given wholeheartedly," Ginsberg said.

He added, "Having been engaged in the work of selling pictures for a good many years before I took over production, I am fully acquainted with the problems and procedures of distribution, and I shall do my best to help make this sales drive a success."

At the same time it was announced that six of the studio's top stars will also participate in the sales drive.

Bing Crosby has been named honorary captain and sponsor of the Eastern division; Bob Hope, Mid-Eastern; Alan Ladd, West Coast; Betty Hutton, Central and Wanda Hendrix, South Central. Corinne Calvet will be honorary captain for Canada.

All six of the stars appear in pictures which are part of the drive.



5th-Walnut Ruling . .

(*Continued from page* 1)

in by Presiding Judge Augustus N. Hand and the third member of the bench, Judge Harrie B. Chase, counsel for the exhibitor plaintiff, Monroe E. Stein, announced through a spokesman that an attempt will be made to get from the U. S. Supreme Court an assertion that its decision in the industry suit was "final." The Clark-Hand-Chase finding was that the "issues here left open by the Supreme Court seem to us so complex and vague that the district court was justified in not allowing in evidence the decree or findings sought to be introduced by the plaintiff (Fifth & Walnut)."

"There is of course no question that the cases (*U. S. versus Para. et al*) have not even yet reached their final termination," Judge Clark wrote. "Upon remand, certain of the defendants entered into consent decrees with the government . . . Strongest position of the plaintiffs (Fifth & Walnut) is that the Supreme Court has accepted the basic findings of illegality and has sent the cases back (to the U. S. District Court) for more complete relief."

Fifth & Walnut, operators of the National Theatre, Louisville, had appealed the judgment of Judge Leibell and a jury verdict on the ground that the jurist had failed to point out to the jury during his charge that the film companies in the Paramount case "were found guilty of setting up systems of runs, uniformity and availability." Fifth & Walnut brought its action in July, 1946, charging that the distributors had "conspired" to deprive the National of first-run product.

In sustaining Judge Leibell's omission, Judge Clark wrote: "It was not the move-over arrangement itself that was condemned in *U. S. vs. Paramount* but rather the discriminatory fashion in which move-over privileges were accorded by distributors to 'large affiliated and unaffiliated theatre circuits' and not to 'small independent exhibitors.'"

"We conclude," Judge Clark wrote, "that the (Fifth & Walnut) trial was fair and the result, while not a necessary one, was nevertheless quite within the evidence."

Petrillo

(*Continued from page* 1)

sic, involving the major studios' intended utilization of their musicians in the making of pictures for video and the question concerning the use of music in television trailers, is expected this year to share the negotiations spotlight with discussions of wages, hours and working conditions. Present one-year extension pact expires Aug. 31.

In extending the existing pact last year, the union and management agreed that wages, hours and working conditions were to remain unchanged. Petrillo told the companies then that the union "was taking cognizance temporarily of existing economic conditions, both at home and abroad," in foregoing wage raise demands.

Handle 'Vet' Film

(*Continued from page* 1)

being given an acknowledgement by the general. Upon receipt of the booking card, the local N.S.S. exchange will acknowledge receipt of the booking to assure the exhibitor a print. Distribution is scheduled to start early in September.

MGM Lists

(*Continued from page* 1)

announced for September through December, Rodgers disclosed that the company will launch "Intruder in the Dust" in October and "Battleground" in November, both to be given special treatment.

There has been considerable discussion on the Coast of stepping up the production schedule and the studio has the facilities for it, Rodgers said. However, no conclusions have been reached and market conditions will be the deciding factor, he said. He added he was delighted to report on the high wave of enthusiasm at the studio and throughout the company over M-G-M's future prospects.

He said he was being realistic when saying he was optimistic and backed up the statement with the declaration that "we intend to throw into the market every good picture we can as fast as the market will absorb them, for, as I have said before, good pictures do business any time." He said it never has been company policy to hold back on a release in the summer or in any other season.

M-G-M business has been on the increase this year, Rodgers revealed. He said that film shipments since Jan. 1 have been running 26 per cent over last year, giving the company a new high in playing time. He reported that the 25th anniversary sales drive has had good results so far and expects that upon its conclusion M-G-M will have had some screen representation in every theatre in the country. Twenty-three of the company's 32 branches already have accomplished such 100 per cent representation in their areas.

Rodgers said he is convinced that drive-in theatres are serving an almost entirely new clientele and are not making any serious inroads on attendance at conventional houses. He said the company's current drive-in survey is to determine precisely the competitive effects on standard houses and run positions which the drive-ins warrant on the basis of their importance.

On Rodgers' left at the luncheon table was Charles M. Reagan, new addition to the M-G-M executive staff, whose executive talents were pointed up by the sales chief. Reagan has no particular assignment at the moment, but will figure prominently in upper-echelon affairs, Rodgers indicated.

The release schedule of new films is as follows: September: "The Secret Garden," Margaret O'Brien and Herbert Marshall; "That Secret Kiss," in color, Kathryn Grayson, Jose Iturbi and Ethel Barrymore; "The Doctor and the Girl," Glenn Ford, Janet Leigh and Charles Coburn. October: "Challenge to Lassie," color, Lassie, Edmund Gwenn and Donald Crisp; "Red Danube," Walter Pidgeon and Peter Lawford; "Border Incident," George Murphy. November: "Tension," Richard Basehart and Audrey Totter; "Forsyte Saga," in color, Errol Flynn, Greer Garson and Walter Pidgeon; "Adam's Rib," Spencer Tracy and Katharine Hepburn. December: "On the Town," in color, Frank Sinatra and Gene Kelly; "Conspirator," Robert Taylor, Elizabeth Taylor; "Death in the Doll's House," Ann Sothern and Zachary Scott.

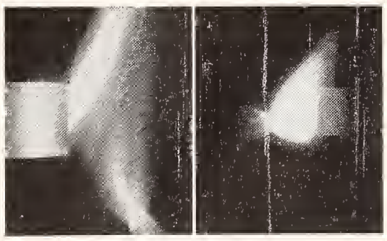
IN FAST-GROWING, DRIVE-IN THEATRES...

"National"
high intensity
carbons change
dim screen
SQUINT

to bright
screen
SPARKLE

and make box office

BOOM!



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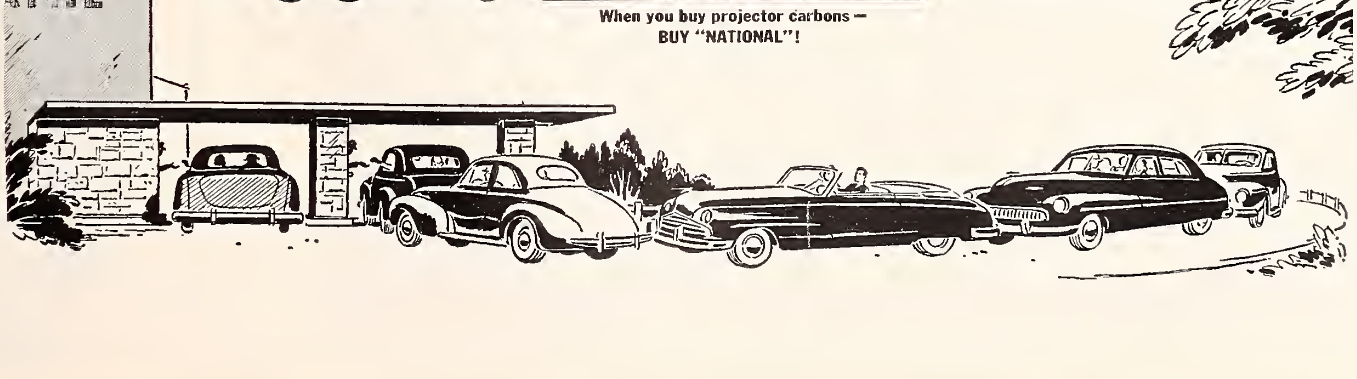

ANNA BEARS WATCHING!

Hundreds of leading exhibitors are dating her in August!

COLUMBIA PICTURES presents

Anna Lucasta

starring

PAULETTE GODDARD

William Bishop · John Ireland · Oscar Homolka

and

BRODERICK CRAWFORD

Screen Play by Philip Yordan and Arthur Laurents
Based upon the play, "Anna Lucasta", by Philip Yordan
A SECURITY PICTURES PRODUCTION
Directed by IRVING RAPPER · Produced by PHILIP YORDAN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 14 NEW YORK, U. S. A., THURSDAY, JULY 21, 1949 TEN CENTS

Festival Plan Lauded—With Reservations

Seen Appropriate for Industry 'P.R.' Meet

Gael Sullivan's proposals for a film festival in October has become a prominent topic of trade discussion here with comments in distribution circles running generally favorable but with qualifications.

Any plan which would unite all branches of the business in a nationwide effort to bolster box-office receipts, as Sullivan's does, obviously has basic merit, film company executives state. Sullivan was applauded, too, for his "courage" and for the fact that he actually made a definite attempt to contribute something to the industry.

On the adverse side, executives, offering their personal views, almost uniformly found cause for complaint in the fact that the TOA executive director's offering came out as a "sep-

(*Continued on page* 4)

K. C. Businessmen to Honor the Industry

KANSAS CITY, Mo., July 20.—At a luncheon scheduled for Sept. 21, the Chamber of Commerce of Kansas City will acclaim the film industry, the action to be taken in conjunction with the September 20-21 convention of the Kansas-Missouri Theatre Association to be held in the Muehlebach Hotel here.

Senn Lawler, general chairman for the convention, reports that Elmer Bills, K-MTA president, and J. A. Ecker, secretary, have been assigned

(*Continued on page* 4)

IATSE Board Meet In Denver Monday

Mid-summer meeting of the IATSE general executive board will be held at the Brown Palace Hotel, Denver, beginning Monday and continuing through the week. International president Richard F. Walsh will preside.

Members of the board, in addition to Walsh, are: Harland Holmden, Cleveland; William P. Covert, Toronto; Floyd M. Billingsley, San Francisco; James J. Brennan, New York; Roger M. Kennedy, Detroit; Felix D. Snow, Kansas City; Carl G. Cooper, Hollywood; William C. Barrett, Hollywood; Louise Wright, Dallas, and William P. Raoul, N. Y.

Doob in Appeal for Sustained Campaign For Tax Reduction

The all-industry campaign to urge Senators to vote in favor of the proposed HR 3905 Senate bill, calling for a 50 per cent reduction in admission taxes, should not slacken and all efforts should be carried forward, Oscar A. Doob, chairman of the executive committee of the Metropolitan Motion Picture Theatres Association, said yesterday in reply to inquiries as to the statement by Rep. Doughton of the House Ways and Means Committee. Doughton said yesterday that even if the bill passed the Senate, it would be pigeonholed in the House.

"Those who are active in Washington to secure passage of this lower excise tax measure tell us that they are not too disturbed by Congressman Doughton's statement," said Doob. "They urge exhibitors to go right ahead with the campaign to gain

(*Continued on page* 4)

70 Firms Set for TESMA-TEDA Meet

With more than 70 manufacturers of and dealers in theatre equipment and supplies already assigned display booths, the joint conventions and trade shows of Theatre Equipment and Supply Manufacturers' Association and Theatre Equipment Dealers Association which will open September 28 in Chicago's Stevens Hotel, is expected to exceed in attendance and exhibits all previous conventions of the two organizations, according

(*Continued on page* 4)

Pontiac Group Asks For Censor Board

Pontiac, Mich., July 20.—More stringent regulation of motion pictures here will be sought by the Parent-Teacher Association in Pontiac, Mich.

Mrs. Ruth Harrison, chairman of the association's better film committee, said the city council would be asked to amend an existing ordinance to provide for a censorship board of three to pass upon films before they are shown. The council also will be asked to forbid children from attending theatres during school hours, or after 8 p.m. without adult escort.

Laboratory Strike Set for July 31

Midnight July 31 has been set as the strike hour for the 1,800 members of the Motion Picture Laboratory Technicians, Local 702, IATSE. The decision was reached here yesterday at a special meeting of the executive board and the negotiating committee of the local.

John J. Francavilla, local president, said yesterday that affiliated IATSE unions have voiced sympathy with the strike, and he again expressed the likelihood that "all theatres across the country would be darkened" if the strike takes place.. There are some 17 major film laboratories in Manhattan, Brooklyn, Richmond and New Jersey.

The local officials met yesterday

(*Continued on page* 4)

Lawyers See Legality of Move-overs Established

The legality of moveover runs appears firmly established with the interpretation of the U. S. Supreme Court's opinion on that licensing practice by Judge Charles E. Clark of the U. S. Circuit Court of Appeals here.

Both distribution and exhibition attorneys agreed yesterday that moving a film from one house to another, generally both first runs, would now mean no legal risk provided that the practice is non-discriminatory and is available to small independents as well as to circuits.

The Supreme Court's decision in the Paramount suit was taken to mean the end of moveovers in some legal circles and consequently the practice

(*Continued on page* 4)

10% Pay Raise for Republic Employes

An estimated $50,000 in wage increases over a 15-month period for the white collar employes at Republic's home office and that company's Consolidated Laboratories here is provided in new contract agreements with AFL's IATSE Motion Picture Home Office Employes Local No. H-63.

Russell Moss, the local's executive vice-president, disclosed yesterday that a contract has been signed already

(*Continued on page* 4)

Says U. K.-U. S. Council Plan Is Abandoned

Arnall Blasts Circuits At Anti-Trust Hearing

WASHINGTON, July 20.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, declared today that he had been assured by Eric Johnston, president of the Motion Picture Association, that the proposals of the Anglo-American Advisory Film Council program will never become effective.

Arnall thus put on the record what everyone had long been assuming.

Testifying before a House Judiciary subcommittee investigating the need for tighter anti-trust laws, Arnall was attacking the Pomerene Act and declaring that there was evidence that the Motion Picture Export Association was using that law to restrain trade in the U. S. and to smash com-

(*Continued on page* 4)

FCC Asks Reports On Video Research

WASHINGTON, July 20.—The FCC today asked all holders of experimental television licenses, including Paramount and 20th Century-Fox, to submit a full report on the results of their research and experimentation programs before August 15, for use in the over-all television proceedings starting August 29.

American Telephone and Telegraph Co. and Western Union were asked to outline their present and planned facilities for intercity and intracity TV transmission, including specifically the possibilities of nationwide color transmission.

Malco to Build One And Remodel Three

MEMPHIS, July 20.—Malco Theatres, Inc. will start construction of a new theatre at Camden, Ark., and completely remodel three Arkansas houses, M. A. Lightman, circuit president, has announced.

The houses to be remodelled are the Seville, Owensboro; Burns, Van Buren; and the New at Fort Smith.

These projects, planned some time ago, have been delayed by court restrictions on Paramount which formerly owned part of the Malco group. Dissolution of the Paramount-Malco joint ownership goes into effect Oct. 1.

Find 24% Foreign News in U. S. Reels

Extensive and diverse international coverage by American newsreels is discovered in an analysis of newsreel content made by the Motion Picture Association's research department covering the first six months of 1949.

The survey found that nearly 24 per cent of all clips dealt exclusively with foreign affairs, personalities and events, while 22 per cent was concerned with subjects involving both the U. S. and one or more foreign countries.

Domestically, the preponderance of footage was given over to news of the government, national defense, United Nations, political events, and sports. Also represented in the tabulations were "human interest" subjects, the MPAA found. Aviation, disasters, education, labor, fashions, health and welfare, Hollywood, scientific and industrial progress, trials and investigations and the weather also were recorded. Twelve complete newsreel issues were devoted to a particular topic. Chairman of MPAA's newsreel committee is Edmund Reek.

Hollywood Pantages Goes to RKO in Deal

Hollywood, July 20.—Possession of the Pantages, largest theatre on Hollywood Boulevard, passed today from Rodney Pantages to RKO Radio. Malcolm Kingsberg, RKO Theatres president, signed the final papers for RKO, which also cover the acquisition of the Wilshire Boulevard property jointly purchased some years ago as a site for a theatre.

Pantages, who had been invited to continue to operate the theatre, decided against this, but will retain offices in the building. Jay Golden, RKO Coast division head, will move here from San Francisco to take charge.

California Theatres Elect Directors

San Francisco, July 20. — At the annual general meeting of the California Theatres Association and Affiliated Industries, Inc., the following were elected directors: Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, United California; Harry Fanklin, Goldberg Theatres; Lee Dibble, Embassy; Cliff Giesseman, Northcoast; Jay Golden, RKO Golden Gate; L. S. Hamm, Westside; Spencer Leve, Fox West Coast; Ben Levin, General Theatrical; George Nasser, Nasser Bros.; C. V. Taylor, United California, and Jerry Zigmond, Paramount. At a special meeting tomorrow officers will be elected.

MGM Honors Strickling

Howard Strickling, M-G-M studio director of publicity, yesterday received from distribution vice-president William F. Rodgers a sales department scroll "in admiration and appreciation" of his efforts in connection with the company's recent studio sales conferences and "Silver Anniversary" celebration.

Personal Mention

WILLIAM HEINEMAN, Eagle-Lion distribution vice-president, and Leon Brandt, advertising-publicity director, will leave here today for Boston.

•

Judge Learned Hand, circuit judge of the U. S. Court of Appeals, and Mrs. Hand; Gene Tierney, accompanied by her daughter, and John Boles are among the passengers sailing today for Europe on the *S.S. Caronia*.

•

Milton M. Agins, producer of Astor's Variety Pictures, is in New York from Dallas. He also plans to visit his family at Boston and Provincetown.

•

Harry Novick, Eagle-Lion mailroom supervisor, is the father of his first child, Leonard, born on July 18 at the Lutheran Hospital here.

•

Evelyn Kay Koleman, Republic publicity manager, will leave here today for a vacation on the Coast, where she will be a guest of Roy Rogers.

•

Leo Brody, Eagle-Lion publicity manager, will leave here Monday on his vacation.

•

Herman Levy, Theatre Owners of America general counsel, was in New York from New Haven yesterday.

•

George Nicholas, M-G-M studio publicist, will arrive here today from Hollywood.

•

Harry Pimstein, RKO Radio attorney, will leave here Saturday for a week's stay in Minneapolis.

JOSEPH HAZEN, Hal Wallis Prod. president, left here last night for the Coast and will be back in 10 days.

•

Art Black, M-G-M unit manager, and his assistant, William Shanks, will arrive here from the Coast on Monday, en route to Nairobi, Africa, for location shooting.

•

Mitchell Wolfson, Theatre Owners of America television committee chairman, returned to Miami yesterday following two weeks' vacation in Canada and a stopover here.

•

Sherrill Corwin, Northcoast Theatres president, will drive from Los Angeles over the wekend to San Francisco for a three-day conference.

•

Y. Frank Freeman, Paramount studio vice-president, will leave Hollywood on July 29 for conferences in New York.

•

Eddie Bracken, in Boston with the touring "Movie Stars World Series" troupe, will undergo hospital treatment there for malaria.

•

B. G. Kranze, Film Classics sales vice-president, is en route from Hollywood to New York, with a stopover planned at Chicago.

•

Syd Gross, Film Classics advertising-publicity director, will return here from the Coast on Monday.

•

Turhan Bey left here yesterday for Switzerland by KLM-Swiss Air Lines.

Eagle-Lion Slates 6 For August Release

Six films will be released by Eagle-Lion during August, it was announced yesterday by William J. Heineman, distribution vice-president.

The features are: Walter Wanger's "Reign of Terror," "Down Memory Lane," "Dedee" (French), and three J. Arthur Rank presentations: "Woman in the Hall," "Waterloo Road" and "Easy Money."

Start Daily Newsreel

San Francisco, July 20.—What is asserted to be the world's first "daily newsreel" service, taken from exclusive films gathered for television stations, started here Friday at the San Francisco Telenews Theatre. The news will be narrated by commentator William Winter, and is said to provide headline coverage 150 hours earlier than the release time of other national newsreels for general houses in the vicinity.

Mono. Names Schweitzer

Hollywood, July 20.—Maurice Schweitzer has been named Allied Artists-Monogram branch manager at St. Louis. He succeeds R. Rosenblatt, who died two weeks ago. Schweitzer was former Paramount branch manager in St. Louis.

Siritzky to Study Art House Circuit

Planning to examine the possibilities for setting up an art theatre circuit in some of the larger U. S. cities, Leon Siritzky, president of Siritzky International, importers and exhibitors of French and other foreign-made pictures, has left New York for Los Angeles on the first leg of a nationwide tour.

Dumas Unit Cites Small

In absentia honors will be conferred on Edward Small, producer of Alexander Dumas' "Black Magic," when the French Societe Alexander Dumas meets in Paris, France, on July 24 to commemorate the 147th birthday of the famed author. Small will be represented before the Society by United Artists' French chief, Georges Rouvier, but will speak to the assembly from New York via trans-Atlantic hookup.

Houses Swap Films

M-G-M's "Madame Bovary," originally scheduled to play Radio City Music Hall, has been released by the latter to Loew's State for an earlier opening. The State, in turn, is releasing to the Music Hall M-G-M's "Forsyte Saga," which the former had been scheduled to play.

Will Rogers Hospital Improvements Start

The Variety Clubs executive and finance committees have made exhaustive surveys and taken the first steps in the rehabilitation program for the Will Rogers Hospital, which it took over about two months ago.

At a meeting in Abe Montague's office recently, a sub-committee, consisting of Montague, Si Fabian, Max A. Cohen, Chick Lewis and Murray Weiss, approved the purchase of complete, new, up-to-date X-ray equipment, and a contract for the reconditioning of all the refrigeration equipment. Several other improvements were also authorized.

An interim report was given to the committee members on the increasing number of inquiries and applications for admission.

Szekler to Europe on U-I German Plans

Al Szekler, Universal-International special representative in Germany, left here last night by plane for Paris, where he will confer with U-I's Continental supervisor, Harry Novak, before proceeding to Frankfurt-on-Main to set up a central office.

As announced by Joseph Seidelman, U-I foreign operations head, direct operations in Germany will start on Jan. 1, 1950, and Szekler is expected to open branches in Berlin, Dusseldorf, Hamburg and Munich.

UJA Industry Drive Heads for Objective

The advisory board of the amusement division of the UJA drive reported progress in the 1949 campaign at a meeting yesterday under chairmanship of Fred Schwartz. "The campaign will continue without abatement until we reach our objective," Schwartz stated after the meeting.

Guilds to Confer on TV

Hollywood, July 20.—All Eastern talent guilds will send committees to discuss the organization and administration of the television field in conferences starting July 30 at the Hollywood Roosevelt Hotel, the Screen Actors Guild announced today.

Viancos Wins U-I Drive

Raul Viancos, manager of the Universal-International Chile office, has won the Latin American J. Arthur Rank drive, it was announced here by Joseph H. Seidelman, U-I foreign operations head. The winner will be leaving Chile shortly to be the guest of Rank in London.

Paramount Ups Mesibov

Sid Mesibov, who has been acting exploitation manager at Paramount for the past two months, has been named manager, it is announced by Max E. Youngstein, advertising-publicity director.

Set Fox Midwest Meet

Kansas City, July 20.—Fox Midwest will hold its annual meeting here September 7 and 8.

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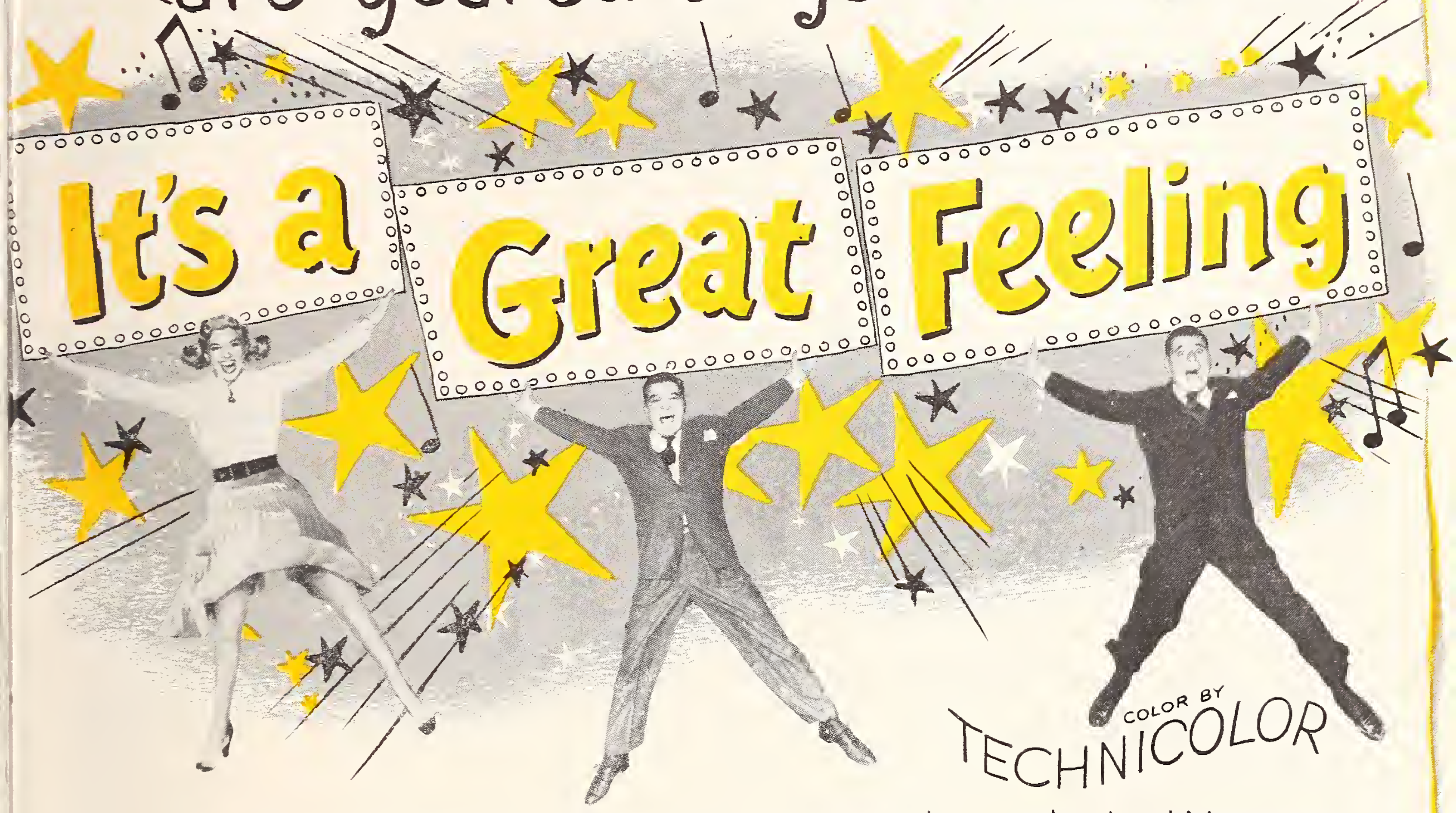
It's a great feeling
to know that Warner Bros.
are geared to go next with



The all-happiness picture with a whole Warner studioful of guest stars including— **GARY COOPER** ★ **JOAN CRAWFORD** ★ **ERROL FLYNN** ★ **SYDNEY GREENSTREET** ★ **PATRICIA NEAL** ★ **ELEANOR PARKER** ★ **RONALD REAGAN** ★ **EDW. G. ROBINSON** ★ **JANE WYMAN**

Seven New Songs by the "IT'S MAGIC" team, Styne *and* Cahn!

STARRING DENNIS MORGAN ☆ DORIS DAY ☆ JACK CARSON

DIRECTED BY
DAVID BUTLER

Screen Play by Jack Rose and Mel Shavelson • From a Story by I. A. L. Diamond • Music by Jule Styne
Lyrics by Sammy Cahn • Musical Direction by Ray Heindorf

PRODUCED BY
ALEX GOTTLIEB

TRADE SHOW JULY 25

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 1:45 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
20th Century-Fox Screening Room
2102 Champa St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

*SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 3:30 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

*TUESDAY—JULY 26

Review

"The Wyoming Bandit"

(Republic)

ALLAN "Rocky" Lane, this time a U. S. marshall, pits himself against a group of outlaws that have been terrorizing the town of Dry Wells. Lane plays a daring hand, and despite a few initial setbacks, brings the culprits to justice. The film has the usual complement of fisticuffs and gunplay, and as such fits satisfactorily in its category.

Lane, originally after a lone outlaw, "Wyoming Dan," enlists his aid when the bandit group kills Wyoming's son. The two pose as bandits and win their way into the gang. Exposed, they free themselves in time to corner the gang leaders. Gordon Kay was the associate producer, and with the aid of director Philip Ford and a tight script by M. Coates Webster, kept the action moving briskly. There is plenty of tension and explosive gunplay. Trevor Bardette as Wyoming Dan, and Victor Kilian and William Haade as the gang leaders carry conviction. No women are in the cast.

Running time, 60 minutes. General audience classification. Release date, July 15.

Moveovers Legal

(*Continued from page* 1)

was considerably curtailed and in some sections eliminated.

In denying the appeal of Fifth and Walnut Amusement Co. of Louisville, Ky., in its anti-trust action against the distributors, Judge Clark made the following observation which now clarifies the point in favor of the moveovers:

"It was not the moveover arrangement itself that was condemned in *U. S. vs. Paramount*, but rather the discriminatory fashion in which moveover privileges were accorded by distributors to 'large affiliated and unaffiliated theatre circuits" and not to 'small independent exhibitors'."

Doob on Tax Cut

(*Continued from page* 1)

favorable Senatorial consideration. They firmly believe that if and when this bill comes up for vote in the Senate, it will be passed. This optimism is based on a careful estimate of the attitude of some 60 Senators so far. Once passed by the Senate, the bill's fate in the House is far from hopeless, according to the advice of those who should know.

"The important thing is to keep the campaign for tax relief going at full speed throughout the country."

Republic Pay Raise

(*Continued from page* 1)

with Consolidated calling for a 10 per cent pay boost for 30 "collarites," and another has been all but finalized with Republic proper providing for the same rate of increase for some 90 clerks, stenographers and other office employes.

The Consolidated pact is for 15 months retroactive to February 1 last, and the Republic contract will be for the same length of time, retroactive to last March 7, the date H-63 won the Republic shop away from its former claimant, CIO's Screen Office and Professional Employes Guild.

Set Strike Date

(*Continued from page* 1)

morning with J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service but "nothing came of it," according to Francavilla. Mandelbaum is to meet with company officials tomorrow, but Francavilla doubted that any progress would be made.

Festival Plan

(*Continued from page* 1)

arate entity" rather than a proposal for the all-industry meeting on public relations now being planned.

Sullivan proposed that the companies provide about 20 of their most important productions to a suggested 10,000 theatres and to the accompaniment of an ambitious exploitation campaign, both locally and nationally. Clearances would be relaxed and prints doubled so that the maximum number of houses would have the top films available to them in the festival month, he suggested.

There were some distributor spokesmen who feared this part of the idea could have repercussions unpleasant to the companies. They said that some exhibitors who move up to an earlier availability might approve of the idea to the extent that they would want it continued, with resultant exhibitor-distributor squabbles. The high costs in doubling the number of prints also was pointed out.

Formal action on the festival apparently will be contingent on a study of the plan's possibilities and there is no immediate indication as to which company will approve or reject it in its present or any revised form.

A personal indorsement of the festival idea has been received by Sullivan from Max Youngstein, head of the Associated Motion Picture Advertisers, whom Sullivan has asked to serve on a coordinating committee.

If the Sullivan proposal receives broad industry consideration it probably will be taken up at the all-industry conference on public relations in the fall.

TESMA-TEDA Meet

(*Continued from page* 1)

to Roy Boomer, TESMA secretary-treasurer.

The conventions will feature discussions of the motion picture industry's future, the effect of home television on the theatre and drive-in, and other topics. Additionally, both organizations will use the occasion to elect officers and board members. Seating will be provided for 2,500, Boomer said, adding that there will be no registration or admission fees.

Confirm Webster

WASHINGTON, July 20.—The Senate today confirmed Edward M. Webster for another term on the Federal Communications Commission. Webster, who was appointed in April, 1947, to fill out Paul Porter's term, will now serve for another seven years, through June 30, 1956.

Arnall

(*Continued from page* 1)

petition from independent film producers abroad. Charging that the terms of the tentative agreement worked out by the Anglo-American Film Council in Washington this spring would have put MPEA in control of the British market, Arnall added that "it is to the everlasting credit of MPEA that these proposals will not become effective."

Asked later by reporters why he was so sure they would not become effective, Arnall said "Johnston told me." He would not elaborate.

Attacks Large Circuits

In his prepared statement, Arnall made a blistering attack on the large independent circuits. He said that it wasn't enough that the major producers lose their theatre holdings—"other restrictive circuit monopolies and buying combines which have sprung up and spread all over the country" must be broken up as well.

Arnall stated that these firms can dictate terms to producers on a take it or leave it basis. He said only "a few powder puff law suits" have been filed against them. Citing the Supreme Court opinions in the Schine and Griffith cases, Arnall said that "these circuits in expanding their empires have destroyed competition in exhibition and have created a pattern which, if unchecked, will ultimately destroy the production of films."

Five Recommendations

Arnall said that while "I don't charge them with it," the RKO and Paramount decrees will be meaningless if the defendants dispose of their holdings to "relatives and friends."

Arnall made five recommendations to the committee: That existing anti-trust exemptions be repealed, penalties increased, court procedure changed to speed anti-trust cases, the law changed to make it easier for plaintiffs in anti-trust cases to collect damages, and that all firms and individuals convicted of violating the anti-trust laws "be denied access to interstate commerce in the conduct of their business."

Joyce O'Hara, executive assistant to Johnston, said that Arnall's attack on MPEA operations did not "tell the committee that the Webb-Pomerene Act enables American motion picture companies to deal successfully with those countries behind the Iron Curtain where the film business is a government monopoly." O'Hara cited the Johnston agreements with Russia and Yugoslavia.

Moreover, he declared, some SIMPP members distribute through MPEA and benefit from it financially.

WASHINGTON, July 20.—Eric Johnston told the House Judiciary subcommittee studying monopoly that he could not testify at the present hearings but would if hearings are reopened later in the year.

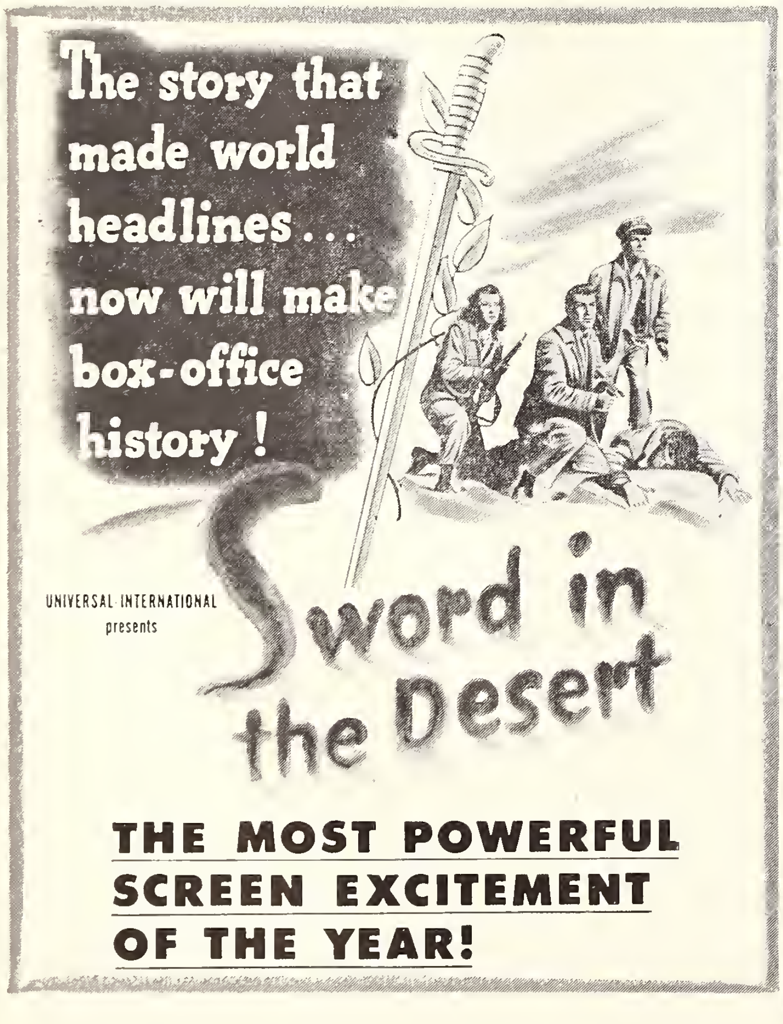
Johnston told subcommittee chairman Celler that he is leaving Monday for the West Coast and will not return until after Aug. 1 by which time the present hearings will be over.

K-MTA Convention

(*Continued from page* 1)

to prepare the program with the assistance of a committee yet to be named.

Working with the Chamber of Commerce on the organization's planned tribute are Lawler, Elmer C. Rhoden, Bernard Joffee, M. D. Cohn, Howard Burkhardt and Jay Means.


The story that made world headlines... now will make box-office history!
UNIVERSAL INTERNATIONAL presents
Sword in the Desert
THE MOST POWERFUL SCREEN EXCITEMENT OF THE YEAR!

He gives shape to things to come...

HIS the ability to see each script through the camera's eye . . . to picture with brush and pencil the story's dramatic highlights . . . and, finally, to shape sketches into settings of authentic merit.

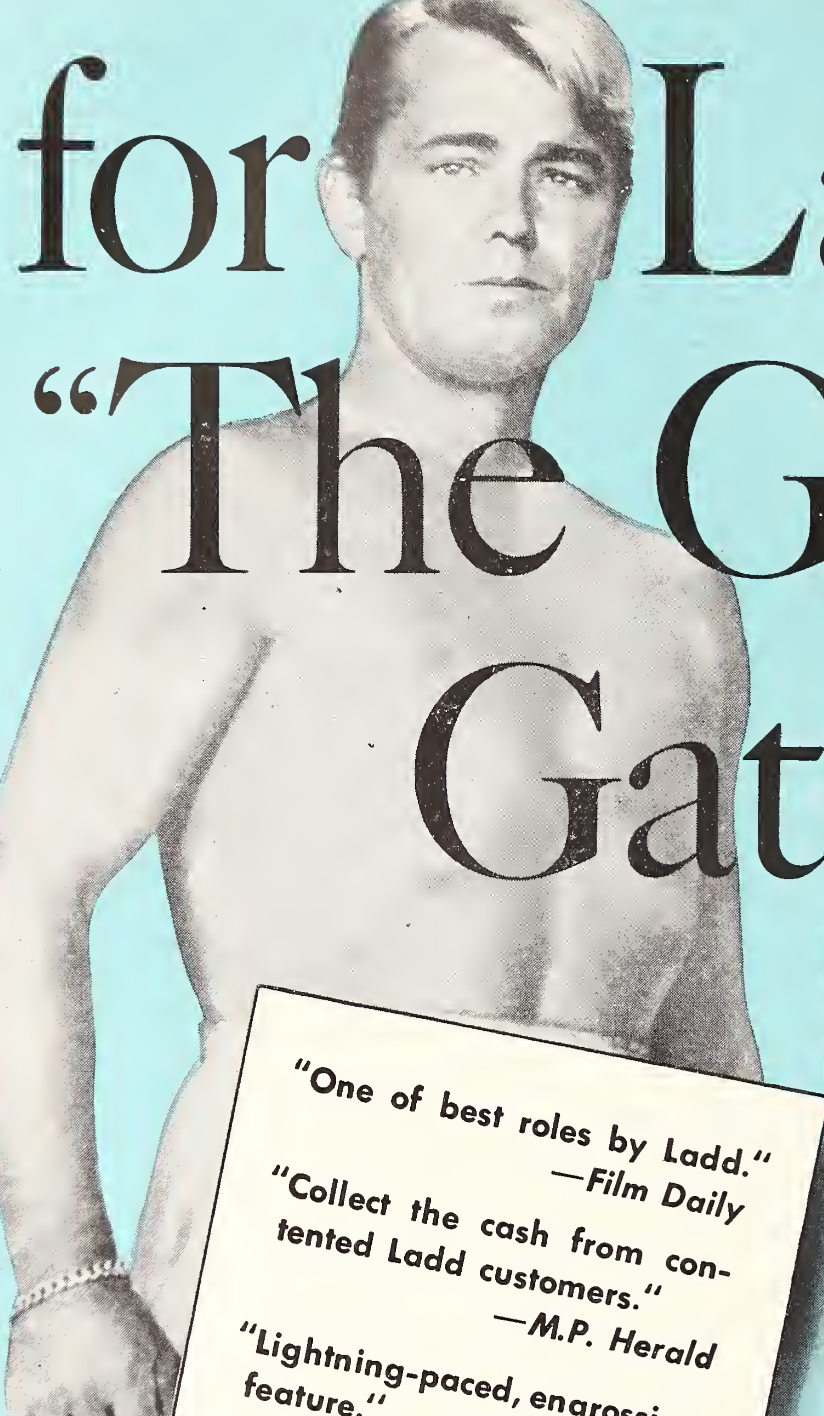
He is the screen's art director, at once responsive and responsible. Not only must he be sensitive to the mood of the story . . . giving full consideration, as well, to the personality of the star . . . but also he must be constantly aware of the practicalities of motion picture production, be able to work closely with scores of crafts within and without the studio.

Above all, the art director knows the importance of the faithful reproduction of the values he creates . . . an assignment he is well content to see competently handled by Eastman's famous family of motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Great Reviews for Ladd in "The Great Gatsby"



"One of best roles by Ladd."
—*Film Daily*

"Collect the cash from contented Ladd customers."
—*M.P. Herald*

"Lightning-paced, engrossing feature."
—*Boxoffice*

"Powerful F. Scott Fitzgerald story."—*Hollywood Reporter*

"Exploitation angles can be ballyhooed strongly."
—*Variety*

"Ladd at his best. A forceful, convincing thriller."
—*Screen Guide*

A GREAT PARAMOUNT PICTURE

Alan Ladd · Betty Field · Macdonald Carey Ruth Hussey · Barry Sullivan · Howard Da Silva in "THE GREAT GATSBY" with Shelley Winters · Produced by Richard Maibaum · Directed by Elliott Nugent Screenplay by Cyril Hume and Richard Maibaum · From the novel by F. Scott Fitzgerald and the play by Owen Davis

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 15 NEW YORK, U. S. A., FRIDAY, JULY 22, 1949 TEN CENTS

Myers Hits Schine Decree, 'Adult' Films

Also Fears NEFC May 'Intimidate' Distributors

WASHINGTON, July 21.—Allied States chairman and general counsel Abram F. Myers yesterday blasted the Schine consent decree as "reflecting a possible softening of the Department of Justice's anti-trust policies" and setting a precedent "which will haunt the Department for years to come" in connection with other film industry anti-trust suits.

In the divestiture provisions, Myers said, the government settled for "less than the Supreme Court plainly indicated it was entitled to," and the injunctive provisions require the Department to exercise a "minute supervision of Schine's film deals in competitive situations for a period of three years if the Schine consent decree isn't to be the greatest bust in the history of anti-trust litigation."

In other statements yesterday, the Allied official:

Urged producers to study films re-

(Continued on page 3)

$4 Million Trust Suit vs. Schine, 8

Schine Chain Theatres, Inc., J. Meyer and Louis W. Schine, the eight major distributors, S. K. E. Operating Co., Ltd., and John A. May were named defendants in a $4,639,000 treble-damage anti-trust action filed in U. S. District Court here yesterday by Syracuse Community Corp., Syracuse-Strand Theatre, Inc., and exhibitor Charles V. Martins, of Syracuse, N. Y.

Plaintiffs charge that since 1933 and up to the present the eight majors and

(Continued on page 3)

Court Permits First Schine Decree Sale

BUFFALO, July 21.—Schine Chain Theatres today received permission in Federal District Court to sell the first of more than 40 theatres it has agreed to dispose of under a court order issued June 24. Judge John Knight granted approval of sale for $8,000 dollars of the Moose theatre, Norwalk, Ohio. The prospective purchaser is Elmer Babin of Cleveland.

Under the consent decree, Schine has agreed to dispose of theatres in 39 communities where the Department of Justice alleged it had a monopoly.

RKO Is Licensing Non-Ascap Music; Wary of New Decree

The amended consent decree now being negotiated by Ascap and the Department of Justice is likely to meet with opposition from RKO, possibly allied with smaller companies and independent producers, unless apparently strong differences are reconciled.

RKO has been licensing non-Ascap music for its films for almost a year, it became known yesterday on the heels of reports that the company has shown growing apprehension about the outcome of the decree talks.

RKO is said to suspect that the decree which Ascap is seeking will stand to benefit companies with music publishing interests more than companies without such interests. Aim of the decree negotiations is a method of permitting Ascap to collect public performance rights fees from producers, in lieu of the outlawed exhibitor-collecting system.

RKO has been licensing Broadcast

(Continued on page 2)

List Committeemen For SMPE Conclave

Several committee chairmen have been named to shape the program for the 66th semi-annual convention of the Society of Motion Picture Engineers, to be held October 10-14 at the Hollywood-Roosevelt Hotel, Hollywood, William C. Kunzmann, convention vice-president, announced yesterday.

Appointees include: S. P. Solow, local arrangements; Watson Jones, hotel housing and reservations; Herbert Griffin, transportation; N. L. Sim-

(Continued on page 2)

'Hire a Hall,' Myers Advises Mankiewicz

Washington, July 21.—Abram Myers, Allied States chairman, commenting on Joseph Mankiewicz's recent Life round table remarks about exhibitors, said: "Since Mankiewicz is so clearly out of sympathy with the exhibitors' efforts to please their patrons, he should seek new outlets for his product."

"If he doesn't want his pictures shown in their 'barn-like structures with seats in them' (his words), then we suggest he revive the old-fashioned tent shows. He can find complete freedom of expression in a tent or a hall, provided he hires it himself," said Myers.

Bergson Sees End Of 'Immune' Patents

Holding that the patent system in the past has been used as a "shield" by some businessmen to get around anti-trust laws, Herbert A. Bergson, assistant attorney-general in charge of the Anti-Trust division of the Department of Justice, has maintained that the days when the businessman could use the patent laws to impose uncalled-for restrictions upon competition or to contribute "unreasonably" to monopolistic controls of business have probably passed.

Expressing this view in a lecture before the Practicing Law Institute here, Bergson said it was his opinion that when the patent system is used to unfairly restrict competition through some schemes like exchanging

(Continued on page 2)

SIMPP Peeved—Not Asked To Industry 'P. R.' Meet

A new dispute between the Society of Independent Motion Picture Producers and the Motion Picture Association of America has become evident as a result of the by-passing of SIMPP as an organizational participant in the forthcoming all-industry meeting on public relations.

SIMPP officials have made it clear that they felt the Society should participate in the meeting on an individual basis, whereas the MPAA community-exhibitor relations committee contends that SIMPP will have a proper representation through the

(Continued on page 3)

Senate Bill Eases Anti-Trust TV Bar

WASHINGTON, July 21.—The Senate Interstate Commerce Committee today approved a bill which would make it more difficult for the Federal Communications Commission to bar film companies from radio and television because they were found guilty of violating anti-trust laws.

Under the bill reported today, the

(Continued on page 3)

First Quarter Film Sales At 191 Million

Was 196 Million in '48 Excluding Para., U.A.

WASHINGTON, July 21.—Eight film companies had sales of $190,982,000 in the first quarter of 1949, only a slight drop below the $196,115,000 reported in the first quarter of 1948, according to a report released by the Securities and Exchange Commission today.

The total was well above the $178,232,000 reported for the eight companies in the last quarter of 1948. A major reason for this, however, was the fact that one of the companies, Loew's, reported figures for 16 weeks in each first quarter period, while it gave figures for only 12 weeks in the fourth quarter.

Paramount was the only major producer not covered in the totals. The privately-owned United Artists also is excluded. The figures represented reports from Columbia, Loew's, Monogram, RKO, 20th Century-Fox, Republic, Universal and Warner Bros.

Two companies—Columbia and Fox

(Continued on page 3)

'B' Pool Questions 'Narrowed' by MPEA

At a meeting at Motion Picture Association of America offices here yesterday the executive committee and representative directors of the Motion Picture Export Association progress was made "in narrowing down the areas of interpretation" of the definition of British film revenues under the Anglo-American film pact, including the so-called "B" pool arrange-

(Continued on page 3)

Early Plans to FCC On Video Unlikely

Eric A. Johnston, president of the Motion Picture Association of America, and the MPAA's television committee further explored the industry's needs for television facilities at a meeting here yesterday, but a draft of any specific proposals to the Federal Communications Commission appears unlikely before at least another month.

Yesterday's session was devoted to an exchange of information with Donald E. Hyndman, head of a video committee of the Society of Motion Picture Engineers, and Boyce Nemec, secretary of that organization.

Personal Mention

HARRY M. KALMINE, Warner Theatres president, will return to New York today from Washington.

•

OCTAVIO GOMEZ CASTRO, head of Continental Films, Havana, and EMILIO E. PLANCHADELL, Monogram representative in Cuba, will return to Havana today after a visit in New York.

•

WILLIAM DANZIGER, special promotion representative for Edward Small, left for Zanesville, O., by TWA plane last night.

•

LYNN FARNOL, Samuel Goldwyn Prod. Eastern advertising-publicity director, has become an incorporator of the New York Botanical Gardens.

•

CY EICHMAN, Astor Pictures advertising manager, and MRS. EICHMAN, are vacationing in New England and Canada.

•

FRANK MORIN, manager of Warner's Regal Theatre, Hartford, and MRS. MORIN, are expected to return today from a Miami vacation.

•

CAROL BRANDT, M-G-M Eastern story head, returned to New York yesterday from Boston.

•

SIDNEY FRANKLIN, M-G-M producer, will sail from here today for London on the *Nieuw Amstredam*.

•

LEO M. DEVANEY, RKO district manager at Toronto, has returned to his office after a major operation.

Notables Will Attend 'Come to Stable' Bow

An array of city officials, representatives of virtually every foreign country and leading national figures have signified their intentions to attend the invitational opening of 20th Century-Fox's "Come to the Stable," to be held Wednesday night at the Rivoli Theatre here.

Among those expected are borough presidents James Burke, Queens, and James J. Lyons, Bronx, three commissioners, 11 city councilmen, Comptroller Joseph Lazarus and Postmaster Albert Goldman.

Hoffberg to Release Featurette Group

A series of 13 featurettes, varying in running time from 20 to 45 minutes, will be released by Hoffberg Productions, Inc. in the forthcoming season. They are intended for theatrical distribution as well as sub-standard and television release.

Mayo Meets Dewey

ALBANY, N. Y., July 21.—Virginia Mayo, here for the Strand opening of "The Girl from Jones Beach," met Gov. Dewey at the Capitol and awarded prizes to the winners of the bathing beauty contest arranged to exploit the picture.

Korda Sends Twelve For US Distribution

Sir Alexander Korda has delivered to his New York office 12 completed films, it is announced here by Morris Helprin, vice-president of London Film Productions.

Of these, four were collaboratively produced: "The Fallen Idol," a Carol Reed production, was made with David O. Selznick, as was Reed's "The Third Man"; "The Elusive Pimpernel," in Technicolor, was produced by Michael Powell and Arnold Pressburger for Korda and Samuel Goldwyn; "Is This the Sin?" was produced with Gregory Ratoff. Four others are Herbert Wilcox productions: "The Courtneys of Curzon Street"; "Spring in Park Lane," "Maytime in Mayfair," and "Her Four Husbands," in Technicolor. The remaining four are "Bonnie Prince Charlie," in Technicolor; Powell and Pressburger's "The Small Back Room"; "Saints and Sinners," and "The Last Days of Dolwyn," an Anatole de Grunwald production.

Critics Cite Rank For 'Red Shoes'

BOSTON, July 21.—The newspaper film critics of Boston tonight paid tribute to J. Arthur Rank and producers Michael Powell and Emeric Pressburger on the occasion of the 36th week in this city of the run of "The Red Shoes." Governor Paul Dever of Massachusetts, in behalf of the critics, read to Rank, in London, via overseas telephone, the inscription of a scroll, offered to Rank. Jock Lawrence, vice-president of the Rank Organization, represented the producer at the ceremonies, with William J. Heineman, Eagle Lion vice-president, and Leon Brandt, publicity chief, represented the releasing organization.

Film Fair Proposed By Detroit Critic

DETROIT, July 21.—Helen Bower, screen critic for the Detroit *Free Press*, has launched a proposal for an international film festival to be held along with the International Trade Fair which is to take place here sometime during the summer of 1950.

Miss Bower proposed that a special theatre near the fair site, or a downtown theatre, be booked to show films entered in the festival. Miss Bower suggested that a committee, formed by the industry, ask every American production company to send its best film of 1949 or early 1950 for showing at the fair.

Get 2nd-Run Status

DETROIT, July 21.—Second-run status has been secured by Associated Theatres Circuit for its Grand River and Gratiot drive-ins, from M-G-M and Universal-International. Associated is seeking similar runs from other distributors.

Warner Promotes Price

E. B. Price has been promoted from salesman in Warner Brothers' Atlanta branch to branch manager of the company's new exchange in Jacksonville, Fla. The new office opens Aug. 1.

SMPE Committees

(*Continued from page* 1)

mons, papers; Harold D. Desfor, publicity; C. W. Handley, registration and information; J. P. Livadary, luncheon and banquet; Lee Jones, membership and subscriptions; Mrs. Peter Mole, ladies' reception; Lloyd T. Goldsmith, public-address equipment; R. J. McCullough, 35mm. projection, and H. W. Remerscheid, 16mm. projection.

Patent Control

(*Continued from page* 1)

patents and in turn dividing markets, this was a violation of the anti-trust laws and not in the public interest.

Bergson warned his audience of lawyers that the U. S. courts have, by their more recent rulings, swung around to this interpretation of the patent system and the anti-trust laws.

RKO Music Licenses

(*Continued from page* 1)

Music, Inc., Marks Publishing, and other non-Ascap tunes. Other producers have been using the Ascap repertoire with the understanding that the proper licensor will be paid public performance fees after final court adjudication.

100 Florida Dates Set for 'Hurricane'

More than 100 theatres in the Florida area will participate in the world premiere of 20th Century-Fox's "Slattery's Hurricane" by playing the picture day-and-date with the Miami engagement starting August 3, the home office reports.

Following its policy of saturation premieres in selected areas, the company said it is blanketing the entire territory with a huge campaign aided by U. S. Navy cooperation for the opening. An intensive newspaper and radio campaign has been scheduled for the week of the premiere, August 3-12, kicked off by the initial opening at the Lincoln, Miracle and Miami theatres in Miami.

Court Won't Enjoin Schine Power Boost

WASHINGTON, July 21.—The U. S. Circuit Court of Appeals has turned down a request by WQXR, *New York Times* station in New York City, for an injunction against a boost in power planned by WPTR, an Albany station owned by Schine Chain Theatres through Patroon Broadcasting Co.

The boost, from 10,000 kw. to 50,000 kw. was approved by the Federal Communications Commission, but WQXR went to court, claiming the increased power for the Albany station would interfere with WQXR operations.

200 Dates for 'Patch'

INDIANAPOLIS, July 21.—United Artists reports saturation first run booking in this area for "Dan Patch," with more than 200 dates set for the week of July 24, following the world premiere today of the picture.

L. A. School Head Hails Film Industry

HOLLYWOOD, July 21.—Los Angeles schools superintendent Dr. Alexander J. Stoddard paid tribute to films at the Association of Motion Picture Producers luncheon in his honor today, declaring that motion pictures have reconciled completely education and entertainment.

Stoddard pledged the industry full support from the shool system, citing as reasons: "First, as a great local industry it supports us; Second, it is the greatest ally we have in teaching the community's and the nation's children.

Postpone CTA Election

SAN FRANCISCO, July 21.—Election of officers by the board of California Theatres Association, slated for today's meeting, has been postponed until next Thursday.

'U' Votes Dividend

Universal has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company, payable Sept. 1 to stockholders of record Aug. 15.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
in Person
PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

DAN DAILEY - ANNE BAXTER
"YOU'RE MY EVERYTHING"
A 20th Century-Fox Picture - Technicolor
On Variety Stage - Bob Crosby - Sid Stone
On Ice Stage - Carol Lynne - Arnold Shoda
7th Ave. & 50th St.

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Myers Hits

(Continued from page 1)

cently given "B" ratings by the Legion of Decency to see what could have been done to put them in the "A" bracket;

Declared that the new National Exhibitors Film Company is to be welcomed if it really carries out its announced purpose of producing more pictures for release through existing agencies and without discrimination in favor of any class of theatres, but indicated he had misgivings that it might be a new attempt by the heads of the large circuits to get better terms for their theatres;

Attacked producer Joseph Mankiewicz for his *Life* Round-Table statements that the motion picture industry is controlled by "a real estate operator whose chief concern should be taking gum off carpets and checking adolescent love-making in the balcony."

Hits Justice Department

Myers said that anti-trust defendants in other cases will now fight their cases through the Supreme Court "and if they lose, they will apply to the Department for softer terms than the Court ordered."

Turning to the injunctive provisions, Myers said "one gets the impression the Department sought to compensate for the lack of adequate divestiture by injunctions directed against certain monopolistic practices."

The product limitation restrictions, Myers said, have the difficulty that they do not apply where competitors have not made an offer or have made an unsubstantial offer.

The difficulty is that the distributors are not parties to the decree, Myers said, and will decide for themselves whether a Schine competitor has made a substantial or unsubstantial offer for a picture.

On the subject of cleaner films, Myers declared that "with theatre attendance on the decline, it is sheer folly recklessly to ignore the Legion's standards in motion picture production."

Should Pledge Reform

Myers admitted that many "B" or "C" pictures have been successful, but said that given an "A" rating they might have been even more successful, and "at a time like this, the industry cannot afford needlessly to flout public opinion or antagonize any organized group."

The Allied official cautioned against thinking of better public relations solely in terms of advertising and exploitation, and said that "the public, and especially the organized groups such as the Legion of Decency, are not going to be impressed by institutional advertising, go-to-the-movies weeks or other forms of ballyhoo unless they are accompanied by serious pledges of reform. A publicly announced undertaking to weed out offensive material and to discipline the erring stars who reflect discredit on the industry through scandalous conduct are conditions precedent to any public preening."

On the subject of the NEFC, Myers said that this was the "latest development" on the part of heads of divorced and about to be divorced circuits and large independent circuits "to hold together for mutual protection and for the perpetuation of their special privileges."

Myers emphasized the serious film shortage, and said that any move to create films is to be welcomed. He declared that to "be legal and hence to succeed," NEFC must be conducted in accordance with the public declarations and not attempt to control distribution of the products it finances.

Myers said there was no reason to believe the NEFC organizers would not go through with their plan, but that "it is barely possible that the circuit heads are throwing a colossal bluff to impress or even intimidate the major companies."

Quarter Film Sales

(Continued from page 1)

—actually show increases in the first quarter of this year over the comparable 1948 period.

Here are the company-by-company figures for the first quarter of 1949, the first quarter of 1948, and the fourth quarter of 1948.

Columbia: $8,924,000 (first quarter 1948, $8,529,000; fourth quarter, $8,525,000). Loew's: $49,388,000 for 16 weeks ending March 17 ($52,551,000 for 16 weeks ending March 11, 1948; $34,042,000 for 12 weeks ending November 25, 1948). Monogram: $2,077,000 (first quarter 1948, $2,097,000; fourth quarter, $3,157,000). RKO: $27,100,000 (first quarter 1948, $27,654,000; fourth quarter, $27,500,000). Republic: $6,363,000 (first quarter 1948, $6,838,000; fourth quarter, 14 weeks, $7,443,000). 20th-Fox: $46,508,000 (first quarter 1948, $44,408,000; fourth quarter, $45,823,000). Universal: $14,622,000 (first quarter 1948, $15,225,000, including gross income of certain subsidiaries included for a four months period; fourth quarter, $15,742,000 Warner: $36,000,000 estimated (first quarter 1948, $38,813,000; fourth quarter, $36,000,000 estimated).

The gross income of Columbia's foreign subsidiaries was reported to be $4,128,000 in the fourth quarter of 1948 and $3,782,000 in the first quarter of 1948. No figure was given for the 1949 first quarter.

The report said that the RKO figures included the "net amount of film earnings of subsidiaries not consolidated operating in foreign territories" amounting to $2,661,000 in the first quarter of 1949, a drop from the $2,825,000 in the fourth quarter of 1948 and $4,772,000 in the first quarter.

Other companies made the following reports: District Theatres Corp., $1,056,000 for the first quarter of 1949, the only figure reported. Loew's Boston Theatres Co., $537,000 for a 16 week period ending March 17, 1949; $595,000 for a 16 week period ending March 11, 1948, and $432,000 for a 12 week period ending November 25, 1948. Penn-Federal Corp., $358,000, $361,000 and $290,000 for the same periods as in Loew's Boston. Trans-Lux Corp., $486,000 for the first quarter of 1949, $208,000 for the first quarter of 1948, and $434,000 for the fourth quarter.

Eastman Kodak Co. had sales of $95,500,000 for the 12 weeks of 1949, compared with $92,000,000 for the first 12 weeks of 1948 and $138,000,000 for a 16 week period at the end of 1948. General Precision Equipment Corp. had 1949 first quarter sales of $6,234,000, $5,538,000 in the first quarter of 1948 and $7,626,000 in the fourth quarter.

'B' Pool Questions

(Continued from page 1)

ment, it was reported by MPAA. Another meeting on the subject will be held, MPAA said.

MPAA president Eric A. Johnston, who presided at the meeting, told the board that progress was being made in the current negotiations with the U. S. Government concerning the convertibility and use of MPEA's sizeable yen accumulations in Japan.

The discussions concerning the "B" pool, the separate fund here for British film earnings in the American market, gave consideration to the position of Universal, virtually the only company with British picture earnings here which has not evaded the "B" pool arrangement, it was learned. However, proposals for abandonment or revision of the fund set-up were not acted on.

Participating in yesterday's discussions were Allan W. Dulles of the law firm of Sullivan & Cromwell, and Theodore S. Hope, Jr., of the law firm of Donovan, Leisure, Newton, Lumbard & Irvine.

New $4-Million Suit

(Continued from page 1)

Schine "have engaged in a combination and conspiracy to restrain and monopolize interstate and foreign commerce in the distribution and exhibition of motion pictures" in violation of the Sherman anti-trust laws. The alleged combination and conspiracy, the complaint contends, have been carried out "by various means and methods as set forth in *U. S. vs. Paramount* and *U. S. vs. Schine*. The complaint cites long-term franchises, pooling arrangements, favorable terms, unreasonable clearances and runs as practices followed by the defendants.

Martins, who is seeking damages totaling $2,355,000, charges also that he was forced to abandon the Empire Theatre in Syracuse, N. Y., in consequence of the alleged conspiracy. S. K. E., it is alleged, reopened the competitive Empire after Syracuse Community announced it was going to operate the Strand. Syracuse Community asks $1,575,000 damages. Syracuse-Strand, which charges it was forced to lose money over a number of years on leasing arrangements, is seeking $709,000 damages.

Senate Bill Eases

(Continued from page 1)

FCC could not bring a revocation proceeding or deny a license solely because the companies violated the anti-trust law. It would be required to make an affirmative finding on a case-by-case basis that the anti-trust conviction affects the company's qualifications as a licensee.

The bill may be acted on in the Senate this year, but has very slim chances of passing the House.

SIMPP

(Continued from page 1)

Hollywood Motion Picture Industry Council, of which it is a member.

The MPAA group has completed preliminary meetings with representatives of all organizations which it hopes will participate. No session has been held with SIMPP.

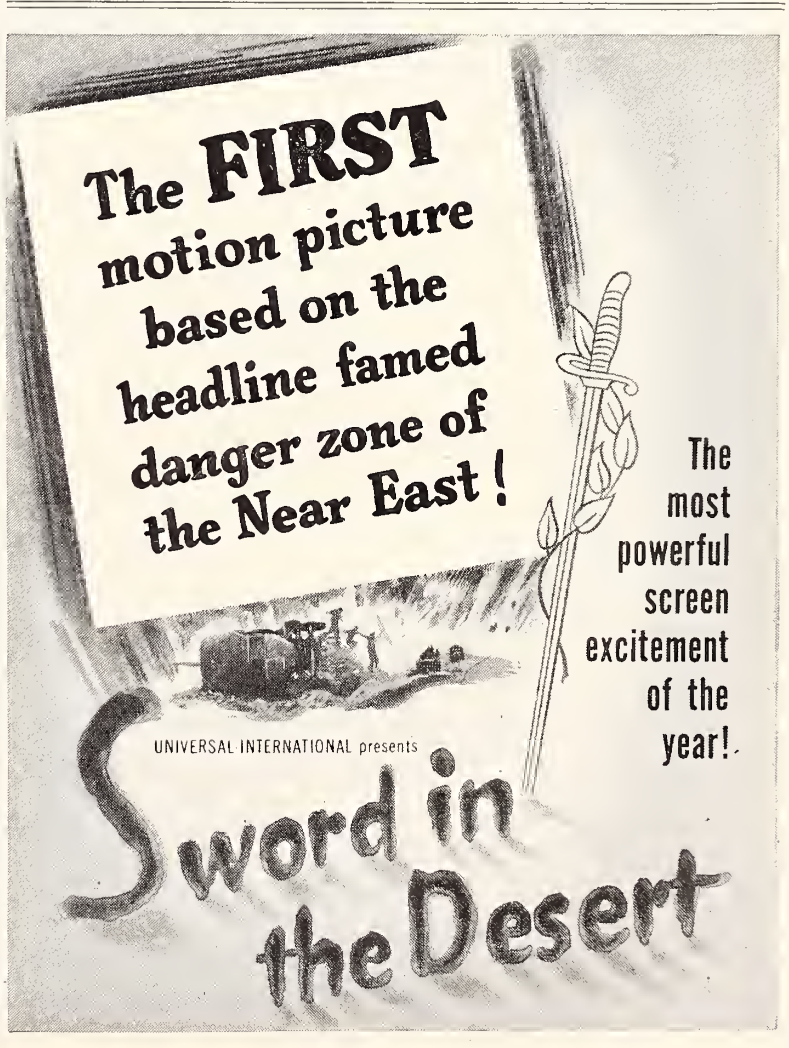
As yet the time and place for the all-industry session has not been set. The MPAA committee met here yesterday for a review of proposals advanced at the conferences throughout the country but reportedly no conclusive action was taken. Ned E. Depinet, chairman of the committee, referred reporters' queries to Francis Harmon, MPAA vice-president, and the latter maintained his customary inaccessibility to reporters.

Among the three-to-five outstanding suggestions for an all-industry public relations program one is said to be a revival of the "Motion Pictures Are Your Best Entertainment" campaign of 1939. The results of that project are up for a new inspection and a favorable finding probably could mean a new campaign of a similar nature.

At the meeting yesterday with Depinet and Harmon were Eric A. Johnston, MPAA president, and committee members William F. Rodgers and Maurice Bergman. Absent was Austin Keough, also a committee member, who was out of town.

Arnall, Rubin Confer with Justice Dept. Officials

WASHINGTON, July 21.—SIMPP president Ellis Arnall discussed industry problems with Department of Justice officials today, but refused to disclose details. Arnall was accompanied by general counsel Robert J. Rubin.


The FIRST motion picture based on the headline famed danger zone of the Near East!
The most powerful screen excitement of the year!
UNIVERSAL INTERNATIONAL presents
Sword in the Desert

"FIRST CLASS MOTION PICTURE WITH

IRRESISTIBLE APPEAL"

-M. P. Herald

"Come TO THE STABLE"

Coming

to the Rivoli, N. Y.-World Premiere, July 28th

Comes

to You for Labor Day!......Book it Now!

20th Century-Fox takes pride in adding an illustrious achievement to its list of triumphs!

HOUSE OF STRANGERS • Will James' SAND • IT HAPPENS EVERY SPRING • YELLOW SKY
MR. BELVEDERE GOES TO COLLEGE • A LETTER TO THREE WIVES • THE SNAKE PIT

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 16 NEW YORK, U.S.A., MONDAY, JULY 25, 1949 TEN CENTS

B & K at Work On Split of Partnerships

Keeping Only 9 of 31; Selling 6 Wholly Owned

CHICAGO, July 24.—With early dissolution of its co-ownership with United Artists Theatre Circuit of the United Artists Theatre, Loop first run here, expected, Balaban and Katz has underway plans for splitting with all partners in the operation of 31 houses.

B. & K. is authorized to acquire only nine wholly-owned theatres of the 31 in which it has partial interests under the terms of its parent organization's, Paramount, anti-trust suit consent decree with the government. Additionally, it must sell six houses in which it has 100 per cent interest for the purpose of opening competition.

B. & K. must sell one of its wholly-owned properties in each of these six towns and the theatres disposed of

(*Continued on page* 4)

Doughton Hopeful Of Tax Cut Soon

WASHINGTON, July 24.—Rep. Robert L. Doughton (D., N.C.), chairman of the House Ways and Means Committee, has denied that he told Senate leaders that he would "pigeonhole" any excise tax repeal legislation that might be sent to the House, but added that he personally "did not believe it was feasible to consider the excise tax schedule which would probably result in a heavy loss of reve-

(*Continued on page* 4)

Appeals to Johnston In 'Stromboli' Tilt

Charles L. Casanave, executive vice-president of Motion Picture Sales Corp., has filed with Motion Picture Association of America president Eric A. Johnston a formal protest "against the action of RKO in usurping the 'Stromboli' title for its Bergman-Rossellini picture which had been publicized—and is still being publicized—as 'After the Storm.'" Casanave asked that the right to the title be argued before Johnston personally, rather than before the ordinary arbitration tribunal of MPAA's Title Registration Bureau.

Casanave said that on or about June 10, MPS inquired of the Bureau as to

(*Continued on page* 4)

Theatre Ad Chiefs Set for 20th-Fox Merchandising Meet

Forty-seven advertising-publicity directors of the country's major circuits and theatres have accepted invitations from 20th Century-Fox to attend the industry-wide merchandising meeting which it will hold here Wednesday through Friday, the company announces.

Four-fold purpose of the conference is to implement the company's policy of cooperation between exhibitor and distributor; bring about free and constructive discussion of merchandising plans for 20th Century-Fox pictures; utilize ideas arising from the conference in preparing practical and potent campaigns for all exhibitors, and to exchange ideas on general industry problems affecting both exhibition and distribution.

The company said a full program

(*Continued on page* 4)

Univ. Firm Against 'B' Pool Evasions

Universal will continue to refuse to deposit in the so-called "B" pool the earnings here of its British product in this market until other companies distributing British imports adhere to the intent of the agreement which set up the special fund under the Anglo-U. S. monetary agreement, a "U" spokesman indicated at the weekend following the latest Motion Picture Export Association executive committee meeting on the British film revenue situation.

No action on tightening the provi-

(*Continued on page* 4)

L. B. Mayer Handed Long Term Contract

Completion of negotiations for a new long term contract for Louis B. Mayer as head of M-G-M studio activities was announced by Nicholas B. Schenck, Loew's-M-G-M president, prior to Mayer's departure for the Coast. It is understood the contract is for five years starting Sept. 1.

Schenck's announcement said Mayer "will continue to head, as he has for the past 25 years, all M-G-M studio activities."

Has Plan for Films In 'Metered' Video

A system of "metered television" throughout the country, with receivers placed in homes as well as in public places and with viewers feeding a coin slot to see top Hollywood productions, is proposed in "New Directions for Television," 58-page research report by Thomas E. Corbett, published by Brownlee Publishing.

Corbett holds that the system would prove a highly favorable factor in film industry economy in that it would provide the producer with a new and important source of revenue. As for theatres, the system of metered video would "take the place of those theatres certain to be closed by television financed by advertising," he contends.

Eventually the films would fit into the general pattern of clearances in theatre areas and beyond that would provide film entertainment for the rural areas, according to the plan outlined by Corbett.

NEFC Certificate Waives All Distribution Rights

ALBANY, July 24.—Indicating the strictly financial character of the new National Exhibitors Film Co. operations, the certificate of registration which was issued the new firm here last week specifically declares that it will not engage in distribution.

As previously reported the theatremen's production financing company will operate in the same manner as banks and other financing institutions, providing funds for producers who have their production plans and distribution arrangements already set. NEFC will not dictate sales terms, nor will it have a hand in the distribu-

(*Continued on page* 4)

Gen. Wainwright in Tribute to Industry

Calling upon the nation's exhibitors to cooperate with the Disabled American Veterans by playing the short subject "How Much Do You Owe?" made and being distributed by the industry as a public service, Gen. Jonathan M. Wainwright, national commander of the DAV, pays tribute to the industry in a letter addressed to the theatres receiving a four-page brochure.

"To assure the fullest cooperation from the American public, the story of

(*Continued on page* 4)

Para. Resumes Selling Away From Richards

Efforts to Agree with Partner on Terms Fail

NEW ORLEANS, July 24.—Recently renewed efforts by Paramount Pictures to agree on licensing terms for its product with E. V. Richards' theatres here were unsuccessful.

After a three-week hold-up of all Paramount product in this area while the outcome of the most recent negotiations was being awaited, Paramount has resumed selling to Richards' opposition houses, both circuit and independent.

"Sorrowful Jones" has been dated for Aug. 5 at Loew's State here and at W. A. Prewitt, Jr.'s Royal Theatre, Hattiesburg, Miss. "Special Agent" and "The Great Gatsby" also are being sold away but dates have not been set yet.

Richards and Paramount have been

(*Continued on page* 4)

Company Dividends Lower During May

WASHINGTON, July 24.—Publicly reported cash dividends of motion picture companies were off sharply in May from May of last year on the basis of preliminary figures, but this will probably be remedied when final reports are in, the Commerce Department said today.

Only $224,000 was reported for May, 1949, compared to $1,986,000 for May, 1948. Stanley Co., which last

(*Continued on page* 4)

$222,040 Increase In NSS Wage Pact

National Screen Service will pay an annual increase of $222,040 in salaries to 953 employes affected by a contract signed with IATSE covering office personnel and back room shipping workers in the company's 31 exchanges.

The contract, signed after months of negotiations between Richard Walsh and Thomas Shea, president and vice-president of IATSE, and Herman Robbins, NSS president, and William B. Brenner, operations vice-president, is the same agreement covering major companies and provides for a $4.50 weekly increase, a $34 weekly minimum, and is retroactive for the past eight months.

Personal Mention

ADOLPH ZUKOR, Paramount board chairman, is scheduled to arrive in Hollywood tomorrow from New York.

•

David Dewey, sales manager of International Seat Corp., Union City, Ind., left New York at the weekend after concluding export plans with his foreign distributor, Norpat Sales. M. D. Faige, formerly with RCA, is managing director of Norpat.

•

David F. Parry, senior publicist for Samuel Goldwyn Prod. and formerly with United Artists and Donahue and Coe in New York, has been appointed Coast representative for Carson-Ruff Associates, New York public relations firm.

•

Shirley Lux, daughter of Elmer Lux, general manager of Darnell Theatres, Buffalo, will be married on August 27 to Robert M. Kallet, who is associated with his father in the operation of the Kallet Theatres circuit.

•

John Joseph, assistant to Howard Dietz, national director of advertising-publicity for M-G-M, returned to New York from Washington over the weekend.

•

Louis W. Schine, Schine circuit vice-president, announces the engagement of his daughter, Miss Dorene D. Schine, to Ross Harold Higier, both of Gloversville, N. Y.

•

Ben Rebchick, who has been with the M-G-M Boston branch for more than 22 years, has been promoted to assistant manager.

•

Harpo Marx will arrive here today by plane from London and will proceed to Detroit after a day's stopover.

•

Louis Astor, of Columbia's circuit sales department, will leave here by plane today for Kansas City.

Luce at 'Stable' Premiere

Clare Boothe Luce will head a roster of celebrities who will attend the world invitational premiere of 20th Century-Fox' "Come to the Stable" at the Rivoli Theater here on Wednesday. Miss Luce is the author of the original story upon which the comedy is based. Flying in from Hollywood will be a large contingent of screen stars, headed by Loretta Young, who appears in the film.

Baumstone Moves

Harold Baumstone will resign as advertising and sales promotion manager of Post Pictures on Aug. 1 to become general sales manager of Family Films, a new company which will produce and distribute 16mm. films.

Ruth Cosgrove to E-L

Ruth Cosgrove has been named radio and magazine contact for Eagle-Lion. She was formerly associated with Samuel Goldwyn Prod.

Maryland Theatres In Patronage Drive

Baltimore, July 24.—In an effort to boost theatre attendance, the Motion Picture Theatre Owners of Maryland is sponsoring a 10-week "go to the movies" advertising campaign, along institutional lines.

Theatres will be assessed at the rate of 10-cents-per-seat to pay for the campaign. About $12,000 is to be expended and an advertising agency will use newspapers, 24-sheets, radio, television and street car cards. Subsequent runs as well as first runs are participating.

Depinet, Others to Opening of 'Ribbon'

A contingent of RKO distribution and exhibition executives including Ned E. Depinet, Malcolm Kingsberg, Sol Schwartz, William Howard, Harry Mandel and Dave Canavan, will attend the opening tomorrow of John Ford's "She Wore A Yellow Ribbon" at the RKO Missouri in Kansas City. Also on hand will be a number of Hollywood stars, including Jane Russell, Ben Johnson, Harry Carey, Jr., George O'Brien, Gordon MacRae and Alan Hale.

Mochrie Opens Final Meet on Coast Today

Robert Mochrie, RKO Radio distribution vice-president, will preside at the company's fifth and final regional sales meeting being held in the Hotel St. Francis, San Francisco, today through Wednesday. Presentation of a plaque to Joseph C. Emerson, manager of RKO Radio's Denver exchange, which finished first in the 1949 "Ned Depinet Drive," will be made by Mochrie today.

Maco 'Ready' for Vaude

Minneapolis, July 24.—Minnesota Amusement is ready to adopt a vaudeville policy on quick notice if public reception of the acts warrants, circuit president Harry B. French said. French indicated that launching of the policy at the competitive RKO Orpheum in Minneapolis on Thursday did not necessarily mean that Maco would adopt a similar policy at its nearby Radio City.

Kain Forms New Firm

Sidney M. Kain, who had been with Loew's Theatres for 17 years, has formed a new public relations company which will specialize in the promotion of all types of products through the medium of local theatres, radio and television.

Beller, Gwynn to 20th-Fox

Larry Beller, formerly with Motion Picture Association of America's information department here, and Helen Gwynn, formerly with Warners, have joined 20th-Fox's publicity staff, the latter for special work on "Foxes."

Eight Films Start, Eight Completed

Hollywood, July 24.—The production total remained status quo last week, with eight pictures starting and eight being completed.

Started were: an untitled picture, Sam Baerwitz Prods.; "East Side, West Side", M-G-M; "There's a Girl in my Heart", Monogram; "Navajo Trail Raiders", Rep.; "Range War", RKO-Radio; "Fugitive from Terror", U-I; "Always Leave Them Laughing", W.B.

Completed were: "Trapped", E-L; "Rupert", Inde.; "Deputy Marshal", Screen Guild; "Wabash Avenue", "Oh, Doctor", 20th-Fox; "Mrs. Mike", "Kiss For Corliss", "Big Wheel", U.A.

End IA-NABET NBC Hearing; ABC Next

The New York Regional Office of the National Labor Relations Board reported that it has completed its hearing of the jurisdictional dispute between IATSE and the National Association of Broadcast Engineers over television lighting at the NBC studios, and is slated to begin after Labor Day a similar hearing covering American Broadcasting studios.

Chester Migden, NLRB hearing officer here, said the board will determine whether workers who handle television lighting equipment should be engineers (NABET members) or stage hands (IATSE members).

Griesdorf Is Given Odeon Theatres Post

Toronto, July 24.—Appointment of David Griesdorf to the new post of general manager of Odeon Theatres (Canada), effective Aug. 1, has been announced. Griesdorf has resigned as president and general manager of International Film Distributors, which he organized in 1947 as the Canadian film exchange for Eagle-Lion product. Griesdorf will take over the managerial duties from president J. Earl Lawson, who has been ailing.

First-run at Drive-in

Hartford, July 24.—The Post Drive-In Theatre at East Haven, on U. S. Route No. 1, has concluded the first known first-run booking of a drive-in theatre in the Connecticut territory. The outdoor location, operated by Phil Cahill and Joe Dolgin of Hartford, played Columbia's "Ladies of the Chorus" and "Affairs of a Rogue" and advertised the booking as "First New Haven Showing." East Haven is a New Haven suburb.

U-I Blankets Arizona

Forty-four out of a possible 48 first runs in Arizona have been set for Universal-International's "Johnny Stool Pigeon," following the picture's triple premiere Wednesday at Tucson, San Francisco and Vancouver, B. C.

Holton Leaves 20th-Fox

Twentieth Century-Fox has announced the resignation of Joseph Holton from the New York talent department.

Newsreel Parade

HIGHLIGHT of all the newsreels is President Truman's address at the Shriners' convention. Other stories include Jackie Robinson testifying before the House committee, the airline crash, rocket firing and sports. Complete contents follow:

MOVIETONE NEWS, No. 59—President Truman says world is tired of Communism. Seattle: airline crash. France: luxury liner *Ile de France* is visited by President Auriol. Switzerland: tennis stars in action. Washington: Jackie Robinson appears before House committee. 20th Century-Fox's "You're My Everything" has premiere in Hollywood. Air Force demonstrates bale-out seat-ejector .

NEWS OF THE DAY, No. 293—Airman shot from plane at 550 m.p.h. Navy rockets reveal new cosmic data. Jackie Robinson upholds Negro loyalty to the U. S. Airliner fire. Shriners hear President Truman warn Soviets. Fish story from Australia. Water ballet.

PARAMOUNT NEWS, No. 96—President Truman's speech follows Shriners' parade. Jackie Robinson testifies on Negro loyalty. Airliner crashes into houses. France bids for return to sea power.

TELENEWS DIGEST, No. 29-B—President Truman at Shriners' meet. Independence Day in Argentia. Jackie Robinson answers Paul Robeson. Films of secret atom meeting. Harry Bridges before Congressional committee. Tokyo train derailed. High explosives detonate in German town of Pruem.

UNIVERSAL NEWS, No. 267—Shriners and Lions hold annual parade. Air force demonstrates seat-ejector. Rocket firing. Jackie Robinson testifies. Dr. Bunche receives award from India. Airline crash. Funeral of correspondents killed in air crash. Bull fighting. Wild horses.

WARNER PATHE NEWS, No. 98—Lions parade in New York. Shriners and President Truman. Air force's new seat-ejector. Ernie Pyle buried in Hawaii. Plane wreck. Navy rocket. Summer furs. Jackie Robinson testifies. Water show.

Tallest Press Agents May Ballyhoo 'Magic'

The biggest press agents in the world will be plugging United Artists' "Black Magic" if the national winners of the Stratoliner Club for Tall People contest accept the contracts Edward Small, producer of the film, will offer them.

The Stratoliners Club will hold their national convention at the Hotel Commodore here this week. Last year's winners were a girl 6 feet, 5 inches tall, and a man 7 feet, 4 inches. Small would send this year's winners on a national tour to exploit "Black Magic."

And the Longest Swimmer, Too

Shirley May France, 16-year-old Brooklyn distance swimmer turned amphibious press agent for Edward Small's forthcoming "Black Magic," has sailed for England to attempt a Channel crossing under her own power. Small, who backed the girl's trip, plans a personal appearance tour upon her return.

Raibourn Elected

Philadelphia July 24.—Paul Raibourn, Paramount vice-president, was among members of the board of directors elected at the annual stockholders' meeting of Sindlinger and Co., Inc. here. The company operates Radox ratings which are used by Dumont Television and Paramount.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GREATNESS

IN A MOTION PICTURE

"The Heiress"

Has . . .

GREATNESS of performance — shining in the title role — as OLIVIA de HAVILLAND climaxes her achievements in "The Snake Pit," "To Each His Own," and "Gone With The Wind."

GREATNESS of romantic appeal by MONTGOMERY CLIFT, fulfilling the promise of "The Search" and "Red River" which established him as the most sensational new box office performer in many years.

GREATNESS of direction by WILLIAM WYLER, reflecting his warmth of human understanding combined with the craftsmanship of his top grossers, "Wuthering Heights," "Mrs. Miniver" and "The Best Years Of Our Lives."

GREATNESS of brilliant acting by world famous RALPH RICHARDSON, supported by MIRIAM HOPKINS, MONA FREEMAN and many other important names.

GREATNESS of story. "THE HEIRESS" is based on a long-run hit play by Ruth and Augustus Goetz, adapted from a world famous novel by Henry James.

GREATNESS of all these magnificent box office ingredients is the hallmark of "THE HEIRESS"

PARAMOUNT PRESENTS WITH PRIDE ITS GREATEST OF '49

Olivia de Havilland · Montgomery Clift · Ralph Richardson in William Wyler's "THE HEIRESS" with Miriam Hopkins · Mona Freeman · Vanessa Brown Selena Royle · Produced and Directed by William Wyler · Screenplay by Ruth and Augustus Goetz · Based upon their stage-play

B & K Partnerships

(*Continued from page 1*)

must be suitable for first runs: South Bend: Colfax, Palace, Granada, State; Peoria: Madison, Palace, Rialto, Apollo; Bloomington: Irwin, Castle, Majestic; Kankakee: Paramount, Majestic, Luna; Pekin: Pekin, Empire; Elgin: Crooker, Rialto, Grove.

The partial-interest houses which B. & K. must drop are: in Chicago, the Iris, McVickers, North Center, United Artists; in Galesburg: Colonial; in Oak Park: Lake, LaMar; in Peru; Peru, Star; in LaSalle; LaSalle, Majestic; in Quincy: Orpheum, Washington; in Rockford: Coronado, Midway, Palace, Times, Auburn.

B. & K. has two partnership theatres each in Oak Park, Peru and Quincy, and in breaking the partnerships is allowed to take one of the houses in each town as wholly owned. The circuit may keep two houses as wholly owned of the five it has in partnership in Rockford and is authorized to hold as 100 per cent-owned one of the two partnership houses it has in Gary.

Para. Buys 10,428 Shares

Paramount purchased last month on the open market 10,428 shares of its common stock, making a total of 948,615 shares accumulated under its stock-purchasing program instituted in November, 1946, by president Barney Balaban.

Craig Rice Film for UA

United Artists has signed a contract with producer Al Chester for a new Craig Rice film, "The Whip," starring Dan Duryea, Gale Storm and Michael O'Shea. Production is tentatively scheduled to start Aug. 10.

NEFC Certificate

(*Continued from page 1*)

tion of the product. It reserves the right only to approve stories, casts and budgets. NEFC has in mind participation deals with producers in a majority of cases. Thus, with the producer himself providing a part of the financing in the form of deferments, the new company will be enabled to spread its funds to the financing of a maximum number of pictures. Having a "piece" of the picture, the producer will participate in the profits.

The certificate of registration here actually is a means of protecting the name of the organization in this state. It will organize as a Delaware corporation shortly after the meeting of the executive committee in New York during the first week in August.

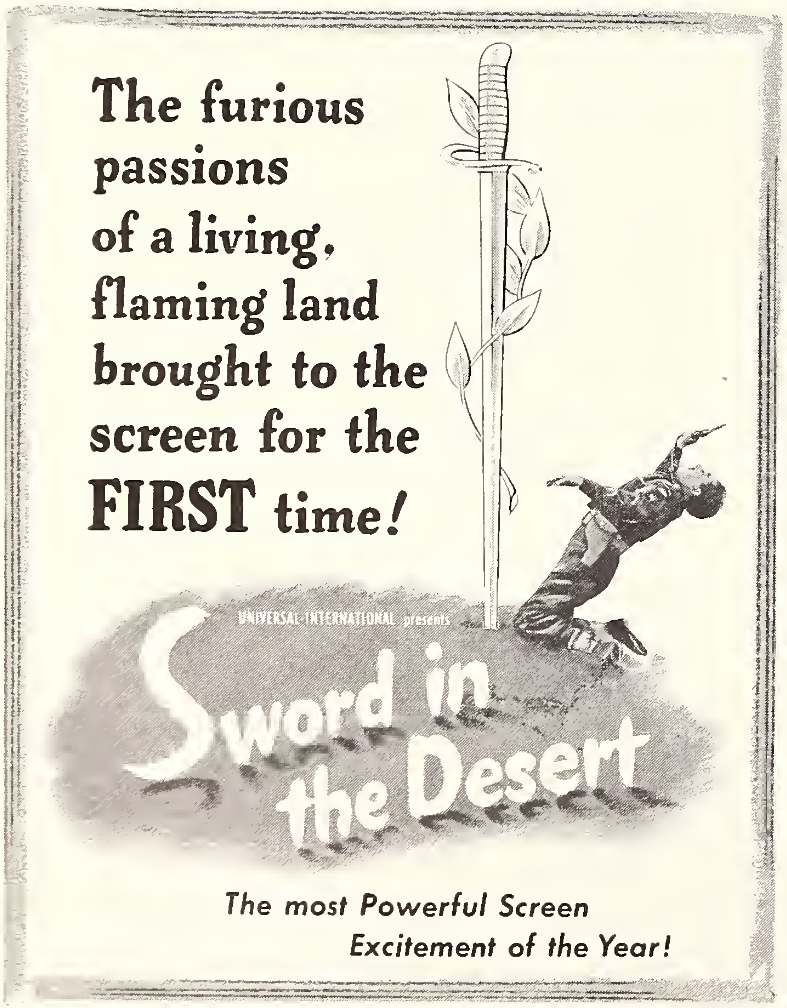
'Stromboli'

(*Continued from page 1*)

the availability of the title, was informed that it was clear but could not formally register it until a non-member title registration agreement had been signed by the company. He cited delays which occurred meanwhile before MPS was able to mail its title registration request June 24. The day before, however, RKO was granted the right to its use, Casanave said. Italian producer Ferruccio Caramelli, in association with MPS, began shooting in June in Italy a picture under the title "Stromboli."

Wingerter to Transfilm

Appointment of John J. Wingerter, formerly general manager of Louis de Rochemont Associates, as assistant to William Miesegaes, Transfilm president, has been announced.


The furious passions of a living, flaming land brought to the screen for the FIRST time!
UNIVERSAL-INTERNATIONAL presents
Sword in the Desert
The most Powerful Screen Excitement of the Year!

20th-Fox Meeting

(*Continued from page 1*)

has been prepared for the advertising men, going beyond individual merchandising plans for 20th-Fox pictures into the fields of public relations, advertising media, television trailers and related subjects. Emphasis will be placed by speakers on the role exhibitors should play in the industry scene.

The visitors will attend the Wednesday evening premiere at the Rivoli of "Come to the Stable," with "working sessions" to begin Thursday morning. Meeting will be opened by advertising - publicity vice - president Charles Einfeld, with addresses to be made by vice-presidents Al Lichtman and A. W. Smith, Jr. Thursday afternoon, following a buffet luncheon, the ad men will be addressed by Martin Quigley and later by Ben Shlyen. Promotional campaign discussions will apply to "Stable," "Everybody Does it," "Father Was a Fullback," and "Prince of Foxes," and screenings of the following will be held: "Everybody Does It," "I Was a Male War Bride" and "Prince." Jay Emanuel will address the Friday session.

Univ. and 'B' Pool

(*Continued from page 1*)

sions of the "B" pool arrangement were taken at last week's meeting, although it was reported that consideration was given to the position of Universal, virtually the only company which has not evaded the "B" pool arrangement. The MPEA executive committee plans to meet agan later on the subject.

Pictures which Universal has distributed here under its agreement with J. Arthur Rank normally would account for more than $1,000,000 payable to the pool. One means followed by companies to evade paying into it has been the purchase of films in England, thus identifying them as non-British pictures when distributed here. The pool was established to account for the earnings of British films in the American market, and its equivalent could be withdrawn from the companies' blocked funds in England, in addition to the $17,000,000 annually which the companies may take out of Britain. The remittances accounted for by the "B" pool then were to be divided among the companies here on the same basis as the $17,000,000 remittance.

Doughton

(*Continued from page 1*)

nue at a time when the Treasury is 'in the red'."

Doughton said he hopes, however, "that the time is not too far distant when we can have a general revision of our tax laws and special consideration and relief can be given to some of the most burdensome excise taxes."

It is known that Doughton opposes any excise revision at this session of Congress, but there remains the bare possibility that if the Senate moves some bill like the Mills Bill, to which an amendment cutting excises would be germane, there will be excise reduction this session, regardless.

Great Lakes Renamed

BUFFALO, July 24. — When Dennis Day and Mayor Bernard J. Dowd threw the switch illuminating an upright sign on the front of the Great Lakes Theatre on Saturday, its name was changed to the Paramount.

Para.-Richards

(*Continued from page 1*)

at odds on film terms for almost a year, during which time the company has sold no pictures to his theatres. Richards also has been unable to agree on terms with M-G-M, Universal and RKO. A. W. Schwalberg, Paramount vice-president in charge of distribution, was here several weeks ago in an effort to reach an agreement with Richards, and E. K. O'Shea, assistant general sales manager, paid Richards a later visit.

Richards is still a partner of Paramount's in the Paramount-Richards Circuit, although agreement has been reached to dissolve the partnership under the terms of Paramount's Federal consent decree effective during the first quarter of 1950. Paramount will buy out Richards' entire half interest in the 79-theatre circuit but must subsequently dispose of more than 30 of the theatres. Richards, however, still owns, has an interest in or buys for several hundred other theatres in his United Theatres and Theatres Service groups, which are affected by the current dispute.

May Dividends

(*Continued from page 1*)

year reported a $1,810,000 dividend in May, did not report anything this year. Commerce officials pointed out, however, that Stanley frequently pays out regularly quarterly dividends but does not report them to the Commerce Department until the end of the year. A similar situation took place in February, when this year's figure was only $224,000 as against $2,025,000 last year, again because Stanley did not report any for this year yet.

Commerce officials usually figure publicly reported cash dividends as about 65 per cent of all dividends but say that this may be a higher percentage in the film industry. For the first five months of this year, Commerce figures show publicly reported cash dividends for the film industry of $13,693,000 as against $18,929,000 for the comparable 1948 period. Even taking into account the Stanley situation, the 1949 figures are still well below 1948.

Wainwright

(*Continued from page 1*)

the disabled veteran must be told, and to tell it most effectively, it is only logical that we turned to the film industry," General Wainwright says.

He declares: "The glorious response from the motion picture industry has been heart warming and has resulted in the production of a dynamic short entitled, 'How Much Do You Owe?' featuring a great star, James Stewart. In my estimation, this ten minute short is a hard-hitting, factual story, highly dramatic and educational."

"Fully aware of your problems," he tells the nation's exhibitors, "we have given you a fast paced film that is a welcome addition to any program. This is an entertaining short that you will be proud to exhibit in your theatre. There is no plea for donations, for primarily, the objective of this picture is educational and wholly patriotic."

Brass Sees 'Battleground'

WASHINGTON, July 24. — M-G-M's story of the World War II infantryman, "Battleground," was shown Friday at the Pentagon to the reviewing committee for the National Military Establishment.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 17 NEW YORK, U. S. A., TUESDAY, JULY 26, 1949 TEN CENTS

TOTAL DIVORCEMENT—LOEW'S, 20TH-FOX, W. B.

Federal Statutory Court's Opinion Upholds Government in Last Phase of Industry Anti-Trust Case; Divestiture Undetermined

Divorcement of exhibition from production-distribution by Loew's, Warners and 20th Century-Fox is called for by the New York Federal Court in its decision in the Paramount *et al.* anti-trust suit which was filed against all eight companies by the government 11 years ago.

The unanimous decision by Federal Judges Augustus N. Hand, of the Circuit Court, and Alfred C. Coxe and Henry W. Goddard of the District Court was handed down at four o'clock yesterday afternoon.

In addition to injunctions on certain trade practices which had been more or less anticipated, a program of divestiture of theatre properties following the separations also is suggested. But the court held that there is insufficient evidence on monopoly and conspiracy in individual theatre areas and, accordingly, consideration of any specific divestiture will be suspended for the present.

While filing of the court's opinion came too late in the day for any intensive study, a lawyer for one of the defendant companies pointed out that "it is reasonable to assume" that appeals would be taken from any unfavorable decision.

The New York court instructed the companies to submit proposed findings of fact and decrees based on its decision by Sept. 20. Presumably new hearings will follow shortly thereafter.

Less than one full page of the 40-page opinion was directed toward

(Continued on page 6)

Highlights of Court Opinion

FOLLOWING are highlights of the Federal three-judge statutory court's opinion holding divorcement of exhibition from production-distribution to be essential to conclusion of the government anti-trust suit against Loew's, 20th Century-Fox and Warners, and denying trade practice relief to Columbia, United Artists and Universal from previous decisions in the case:

The court held that since the Supreme Court had eliminated the compulsory elements of competitive bidding ordered earlier by the statutory court, competition could not be restored to the industry by any other means than complete divorcement.

The court held that monopoly and discrimination were difficult to determine in individual theatre situations and, therefore, left open the question of which theatres and how many must be divested by each of the three companies. Presumably, court hearings will be held on the subject later.

The government and defendants are directed to endeavor to agree on the form of an order to be entered by the court. Hearings on the formal order are to be held next September.

The "Little Three," Columbia, Universal and United Artists, were denied the trade practice relief they had sought on franchises, block booking, road showings and other prohibited practices.

Decision on Appeals Later

Industry attorneys were at variance yesterday as to whether appeals to the U. S. Supreme Court would or should be taken from the order to be entered in Federal court here directing divorcement of exhibition from production and distribution by Loew's, 20th Century-Fox and Warners.

Hearings on the order will be held next fall and defendants will have 90 days following formal entry of the order in which to decide upon appeals. Some attorneys are of the opinion that another appeal to the high court would be profitless for defendants.

The case has been before the Supreme Court already, in February, 1948, and the present opinion, some attorneys believe, hews closely to the indicated attitude of the high court

(Continued on page 7)

Sen. George Asks For Excise Tax Cut This Session

WASHINGTON, July 25. — Senate Finance committee chairman George over the week-end issued a call for excise tax reduction this year. House Ways and Means committee chairman Doughton is still opposed to reduction this session, however, and all present indications are that he will win out.

George's strong statement, declaring that excise cuts are needed to halt the business downturn, makes excise reduction next year a virtual certainty.

Since the House must originate tax legislation, Doughton remains in the driver's seat. The Senate Finance committee recently voted 7 to 6 to

(Continued on page 7)

N. Y. Circuit Heads To 20th-Fox Meet

Exhibitors and advertising-publicity directors of New York circuits have accepted invitations to attend 20th Century-Fox's first industry-wide merchandising meeting tomorrow through Friday at the home office, the company announced yesterday.

The New York contingent will join with the 36 out-of-town ad chiefs, who started arriving in the city yesterday to attend the premiere of "Come to the Stable" Wednesday evening at the

(Continued on page 7)

NY First Runs Mild; Weather Is Blamed

Majority of New York's first runs had a quiet weekend as a result of pleasant weather which kept the multitudes out-of-doors. Income was up a little yesterday and the overall take for the current week is figured at a moderate level.

"You're My Everything" is a vigorous newcomer at the Roxy where, with Bob Crosby and the ice revue on stage, the first week's revenue should be in the neighborhood of $90,000, which is strong. At the Globe, "Not Wanted" is headed for a relatively good opening week's gross of $20,000. "Look for the Silver Lining," with the stage presentation, will hold for a sixth week at the Music Hall, the

(Continued on page 7)

Wilson Assailed on UK Picture Losses

HOLLYWOOD, July 25.—British Board of Trade president Harold Wilson's policy toward the British film industry has come in for bitter criticism by London financier Nicholas Davenport.

Deploring what he terms Wilson's high quota protectionism and cold war with Hollywood, Davenport has asserted in the London *Daily Mail* that "no industry can survive—no industry in these days is entitled to survive—which cannot pay its way.

(Continued on page 7)

"It's a Great Feeling"

[***Warner Brothers***] — Morgan, Carson, Day and Much Mirth

Hollywood, July 25

THIS IS a big, fast, loud, tuneful, Technicolored and immensely amusing Hollywood comedy which asks nothing of its audience but to sit back and have a good time. It's by far the best of the increasingly popular Dennis Morgan-Jack Carson pictures, with Doris Day topping her previous successes and with just about every star on the Warner list walking in and out of the picture, as themselves, on the Warner lot, where the action takes place. It's strictly for laughs, for song and dance and an intimate look-see at what goes on within film studio walls, and it rolls up a grand scale in all departments. Hard to think of a spot where it won't go big.

Among the unbilled personalities who pop into the picture as themselves are Joan Crawford, Edward G. Robinson, Gary Cooper, Eleanor Parker, Errol Flynn, Danny Kaye, King Vidor, Raoul Walsh, Ray Hein-

(Continued on page 3)

Personal Mention

JOSEPH R. VOGEL, head of Loew's Theatres, returned to New York yesterday from Europe.

•

ARTHUR GREENBLATT, Screen Guild general sales manager, and AL GRUBSTICK, assistant sales manager in charge of home office operations, arrived in Hollywood yesterday from New York and San Francisco, respectively.

•

LOUIS LAZAR, vice-president of Paramount International Theatres, HARRY BRANDT, New York exhibitor, MRS. BRANDT and CHARLES BOYER are among the passengers arriving here today from Europe on the *S.S. Queen Mary.*

•

HARRY STERN, recently appointed sales head for the special services division of Azteca Film Distributors, is in New York from the Coast for a three-week stay.

•

KING VIDOR, Warner director, will attend the 10th International Exhibit of Cinematographical Art to be held at Venice from Aug. 11 to Sept. 1.

•

MRS. HELEN ENGSTROM, of the Black Rock Theatre, Bridgeport, Conn., has returned there from a three months' stay in Sweden.

•

PERRY W. LIEBER, director of RKO studio publicity, is here from the Coast.

•

JULES LEVEY will sail from England for New York on Friday aboard the *S.S. Queen Elizabeth.*

•

ARTHUR FREED, M-G-M producer, arrived here yesterday from Hollywood for a two weeks stay.

•

MAX SHULGOLD, head of Crown Film, Pittsburgh, has returned to that city after a visit in New York.

•

NEIL F. AGNEW, Motion Picture ture Sales Corp. president, arrived here from Europe by plane yesterday.

•

HARRY THOMAS, independent producer, is here from Hollywood.

•

SAM SIRITZKY of Siritzky Pictures will leave here for Paris on Saturday.

William Hebert with FC

HOLLYWOOD, July 25. — William Hebert, who resigned recently as publicity chief for Samuel Goldwyn Prod., has joined Film Classics to handle a special campaign on "Lost Boundaries," Syd Gross, FC advertising-publicity director, announced here before his return to New York over the weekend.

MacEwen Leaves Lasky

HOLLYWOOD, July 25.—Walter MacEwen has resigned as vice-president of Jesse L. Lasky Productions to take another position in the industry. Formerly an executive with Paramount and Warners, MacEwen joined Lasky in 1946.

Sullivan's Festival Plan Hailed by Clark

Commending Theatre Owners of America executive director Gael Sullivan on his Film Festival Plan, Attorney General Tom Clark has written to Sullivan that he believes with him "that there is nothing wrong with the motion picture industry as an attraction that better and more entertaining pictures will not cure."

"Men with the ability, brains, resources and vision of those who converted the one-storeroom nickelodeon into a billion-dollar industry," Clark wrote Sullivan, "will not be halted by fear or pessimism. I am confident that they will capture the inspiration and optimism reflected in your memo and carry out the course of action outlined in it. Such a united effort can lead only to greater success in an industry that finds a warm and firm place in the hearts of the American people, men, women and children."

Coplan to Distribute British Video Shorts

LONDON, July 25.—David H. Coplan, former managing director for United Artists here, is forming a company to distribute the short subjects being made here by Parthian Productions for use on NBC American television.

Producer Henry Hobhouse, managing director of Parthian, which has received financing from the Government's Film Finance Corp., plans 52 15-minute shorts, with another series to follow.

Lab Officials Meet With Conciliator

Film laboratory representatives met here yesterday and Friday with J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, in an attempt to reach an agreement in the threatened strike of the laboratory technicians.

Meanwhile John J. Francavilla, president of local 702 of the Motion Picture Laboratory Technicians, disclosed yesterday that Roy Brewer, international representative of IATSE in California, has asserted that the labs in California would not handle any Eastern lab work in the event of a strike.

Three Open By Aug. 1

CHICAGO, July 25. — Three new drive-ins are slated for this area, to open by August 1. They are the Bel-Air, Joliet; a second unnamed outdoor in Joliet to be operated by Rube Levine, and another in Pontiac, Ill.

Avoca, N.Y. Gets Drive-in

AVOCA, N. Y., July 25. — First drive-in in this area will open in three weeks, according to Joseph J. Murphy, president of Steuben Drive-In Theatres. Arthur Peters of Hornell will be the manager.

Vaudeville for Loew's

PROVIDENCE, July 25.—Loew's will experiment with vaudeville at the State Theatre here with a five-act show headed by the Ink Spots to open on July 28.

Exhibitor Optimism Seen by Grainger

An upswing in business as well as a marked optimism among theatremen was noted by James R. Grainger, Republic sales and distribution executive, during a two-week sales trip from which he returned here yesterday.

Grainger visited Jacksonville, New Orleans, Dallas, Kansas City, and Chicago during his branch tour, and he reported that exhibitors in every situation were heartened by audience interest in current product and the resultant increased theatre grosses.

Stanley Co. Files to Appeal K-B Decision

WASHINGTON, July 25.—Stanley Co. today filed its notice of appeal from District Court Judge Matthew McGuire's decision in the K-B Amusement Co. case.

All three parties have now appealed different portions of the decision—K-B, Stanley, and the Kass Realty Co. The U. S. Court of Appeals for the District of Columbia will not hear argument on the appeals before the first of next year at the earliest.

Approve Color TV Experiments by Two

WASHINGTON, July 25.—The Federal Communications Commission has granted two regularly licensed television stations permission to carry on special color television experiments over their regular channels.

WMAR-TV in Baltimore was given permission to broadcast in color anytime from August 17 through 19, and WCBS in New York any time during the 30 days following today.

Col. Buys in Du-Art

Columbia Pictures has acquired a "substantial interest" in Du-Art Film Laboratories, according to Al Young, president of Du-Art. Columbia will assign all film printing to Du-Art with the exception of that done by the company itself on the Coast. Leo Jaffe, Columbia executive, has been elected to the Du-Art board.

Shanley Gets Strand

The Strand Theatre, Union City, N. J., operated for the last 12 years by the Weitzman-Pineles interests, has been acquired by a corporation headed by Al Shanley, New York exhibitor, under a lease negotiated by Berk and Krumgold, theatre realty specialists.

Says Newsreels Are Tops

The commercial newsreel surpasses all other informational media in recording events of historical significance, says Allen Chivers, governor of Texas, in an article which appears in the current issue of *International Photographer.*

KC's RKO Missouri Makes Debut Tonight

KANSAS CITY, July 25.—The RKO Missouri here, formerly the Main Street, remodeled and redecorated, will reopen tomorrow night with John Ford's "She Wore a Yellow Ribbon." Executives from the RKO home office, screen stars and public officials will attend the premiere.

Lawrence Lehman, manager of the Orpheum here under RKO operation, will manage the Missouri, and has brought with him to the refurbished house practically his entire former Orpheum staff, including assistant manager Ted Wynn.

New Coast Costumery

HOLLYWOOD, July 25.—Max Berman & Sons, recently incorporated at Sacramento, will open a large scale costuming business in Hollywood to service film studios, television, circus and other entertainment media, within a month, David Berman announced today. Although separately incorporated, the new firm will function in close liaison with M. Berman, Ltd., London, the world's largest costumery.

M-G-M Signs Ezio Pinza

Ezio Pinza, operatic star of "South Pacific," has been signed by M-G-M for a long term contract, starting June 15, 1950. Two pictures will be made the first year, the first to be "Mr. Emperium" with Greer Garson.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
in Person
PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The Louis de Rochemont production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
Air Conditioned ASTOR B'way and 45th St.

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MPIC Blasts Tabloid Series on Hollywood

HOLLYWOOD, July 25.—Motion Picture Industry Council, in a letter signed by Cecil B. DeMille, Ronald Reagan, Roy Brewer and Dore Schary, on behalf of "some 35,000 workers in the motion picture industry," charged Virgil Pinkley, publisher of the *Los Angeles Mirror,* daily tabloid founded by the *Los Angeles Times,* with resorting to "questionable journalistic distortion for purposes of pure sensationalism" in the recent series of articles published under title "Hollywood: Fame or Shame."

The week-long series featured purported quotes from anonymous drink and drug victims and was sensationally illustrated. The MPIC action is the first of its kind, and represents the views of the eight Hollywood organizations which comprise the council's membership.

Fifty Jailed in Blue Law Drive

HATTIESBURG, Miss., July 25.—More than 50 arrests were made here Sunday night in a drive to enforce Sunday blue laws in this city's six theatres. Most of the action took place at the Saenger Theatre which locked the projection room to keep the police out. The theatre finally unlocked the door and the projectionist was arrested. In the excitement, three policemen were hit by tomatoes. Patrons generally booed the arrest.

Theatre managers, ticket sellers, and ticket takers were also among those arrested. State law permits Sunday films only from one to six P.M. The city began a drive June 26 against violators.

SAG Membership At Alltime Low Point

HOLLYWOOD, July 25.—Screen Actors Guild disclosed here today that its active membership is at the lowest point in Guild history, totaling 6,533 at the end of June, as compared with 7,008 a year ago.

The figures were given to substantiate the SAG contention that published reports concerning studio and bank insistence on "new faces" in films are without foundation.

Talley, Circuit Head, Succumbs in Florida

ATLANTA, July 25.—M. C. Talley, president of Talgar Theatres of Florida, died at his home at Lakeland, Fla., at the age of 58.

Talley, who was at different times associated with S. A. Lynch and Florida State Theatres, was in the insurance business before he entered the industry in 1918. Born in Columbia, S. C., he was educated at the University of South Carolina.

Carl Ray Dies

HOLLYWOOD, July 25.—Carl Ray, producer and actor in the early days of the industry, died here at the weekend. He formed the Carl Ray Motion Picture Co. soon after the turn of the century. He produced an early William S. Hart picture and also played in films with the Western star.

Mrs. W. M. Jenkins

ATLANTA, July 25.—Mrs. W. M. Jenkins, mother of W. K. Jenkins, president of Georgia Theatres, Inc., died at her home here on Saturday.

"It's a Great Feeling"

(*Continued from page 1*)

dorf and Patricia Neal, but all this is technically merely a plus value, useful as it may be to an exhibitor with a spacious marquee, and stimulating as their unexpected appearances are to an audience. The formal billing is Dennis Morgan, Doris Day, Jack Carson, with the gentlemen portraying themselves and Miss Day a screen-struck blonde from Wisconsin whose experiences are hilariously and not altogether unrealistically presented as the story thread which ties the proceedings together.

THE SCRIPT by Jack Rose and Mel Shavelson, from a story by I. A. L. Diamond, opens with Carson in trouble because all the directors on the lot have refused to direct his next picture with Morgan, who refuses to work in it when the distraught producer assigns Carson to direct it himself. Miss Day, a studio waitress with screen ambitions, inserts herself into this tangled situation, and Morgan and Carson conspire against each other, feigning a concern for her which becomes real, in complications which make Hollywood seem as strange a place as it often is and a great deal more amusing.

Six songs by Jule Styne and Sammy Cahn include at least three of Hit Parade calibre, and LeRoy Prinz' staging of the dance numbers is something to tell the neighbors about.

Produced by Alex Gottlieb and directed by David Butler, the picture is light, lively, laughable entertainment of the brightest order.

Running time, 85 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Warner Cold to FCC Television Hearing

WASHINGTON, July 25.—Warner Bros. told the Federal Communications Commission today that it did not intend to extend its contract with Mrs. Dorothy Thackrey for her Los Angeles television station beyond its August 1 termination date.

The Commission has announced plans to hold hearings on the deal, which means there could not possibly be a decision by August 1. Last week Mrs. Thackrey asked the FCC to forget about the hearings and decide the case on the basis of a brief oral argument, and today Warner seconded this suggestion.

Video Unit to Meet On FCC Allocations

The Radio Manufacturers Association television committee will meet at the Roosevelt Hotel here Aug. 2 to draft recommendations with regard to the television allocation proposals of the Federal Communications Commission.

The committee will make preparations for RMA's participation in the television hearing which the FCC has scheduled to open on Aug. 29. It will also receive a report on color television.

RMA Unit Meets Today

WASHINGTON, July 25.—The Radio Manufacturers Association advertising committee, which is under the chairmanship of Stanley H. Manson, will meet tomorrow at the Statler Hotel, New York City, to draft preliminary plans for observance of "National Radio Week," October 30-November 5.

Philip Depetro, 42

BRIGHTON, Mass., July 25.—Philip Depetro, 42, manager of the Capitol Theatre, Allston, Mass., and associated with Paramount, M. and P., and New England Theatres for 25 years, died here last night at St. Elizabeth's Hospital. The widow, a son and a daughter survive.

Mrs. John Jarvis

ATLANTA, July 25.—Mrs. John Jarvis, wife of John Jarvis of Kay Exchanges, died at her home here on Saturday.

MPEA-Army Confer; Meets Here Today

WASHINGTON, July 25.—Top Motion Picture Export Association officials conferred with Army Assistant Secretary Robert R. West today at the Pentagon on the film situation in Japan, with especial reference to MPEA plans to get more money out of that country. Meeting with West were Irving Maas, Charles Mayer and Joyce O'Hara.

MPAA president Eric Johnston planned to be in New York tomorrow for an MPEA meeting on the foreign situation, with emphasis on Japan. Johnston has not decided whether to come back here briefly and then go on to the West Coast for a prolonged stay, or leave directly from New York.

MPAA Board to Meet

Board of directors of Motion Picture Association of America will meet here today to discuss a number of subjects, theatre television being high among them.

McCarthy to Sail Aug. 5

LONDON, July 25.—John G. McCarthy, Motion Picture Association of America vice-president and foreign department head, will return to London August 2 from his Scandinavian visit. He is scheduled to sail for New York August 5 on the *Queen Mary.*

Trambukis Is Promoted

PROVIDENCE, July 25.—William J. Trambukis, who got his start in show business as part-time usher at Loew's State, here, in 1941 has been named manager of Loew's Strand, Syracuse. Trambukis was assistant manager of the Providence house.

To Release 'Michelangelo

Robert Snyder, 16mm. distributor, and Ralph Alswang, scenic designer, who have formed the Michelangelo Co., have acquired the Italian-made film, "Michelangelo," for release here beginning in the fall.

Marshall Succeeds Levine

CLEVELAND, July 25.—Harold Marshall of Pittsburgh succeeds James Levine as Paramount publicity representative in the Cleveland district in a general departmental shake-up. Levine has been with Paramount 22 years.

Short Subject

"Hoodoo"

(*RKO-Radio—This Is America*)

The latest in the This Is America series strides through the dark corridors of superstition and shows that despite centuries of enlightenment, it still plays a part in our daily lives. The subject passes in review a numberless roster of superstitions, such as black cats, ladders, lucky pennies, hex signs, Friday the 13th, rabbits' feet, etc., showing how these ancient taboos still shape our conduct. Interesting and informative, the subject is on a par with predecessors in the series. Running time, 17 minutes.

L.A. Hotels Promise Space for TOA Meet

HOLLYWOOD, July 25.—Los Angeles Hotel Association and the Chamber of Commerce have guaranteed Theatre Owners of America convention chairman Charles Skouras hotel accommodations for more than 1,000 for the September period embracing the exhibitor convocation. Hotels contributing reservation availabilities include the Ambassador, Chapman Park, Gaylord, Town House, Arcady, Langham, Chancellor and Mayan.

Supply Units Ready For TOA Exposition

HOLLYWOOD, July 25.—Scores of industry supply organizations have already begun to make space reservations for the showmen's exposition at the national convention of Theatre Owners of America, Sept. 12-15, at the Ambassador Hotel here. Elaborate plans for displays and demonstrations are now in the blueprint stages for the exhibit area. Many new ideas and innovations not yet on the market will be shown for the first time to TOA delegates.

Also participating in the exposition will be most of the Hollywood studios.

It's Official Now: No German Quota

WASHINGTON, July 25.—The War and State Departments have received official word from Germany that there will be no import quota on films.

This message, transmitted through official channels from Frankfurt, confirms the informal assurances wired Motion Picture Association of America president Eric Johnston earlier by U. S. High Commissioner John J. McCloy after Johnston protested to McCloy.

IATSE Locals Here Set July 31 Meet

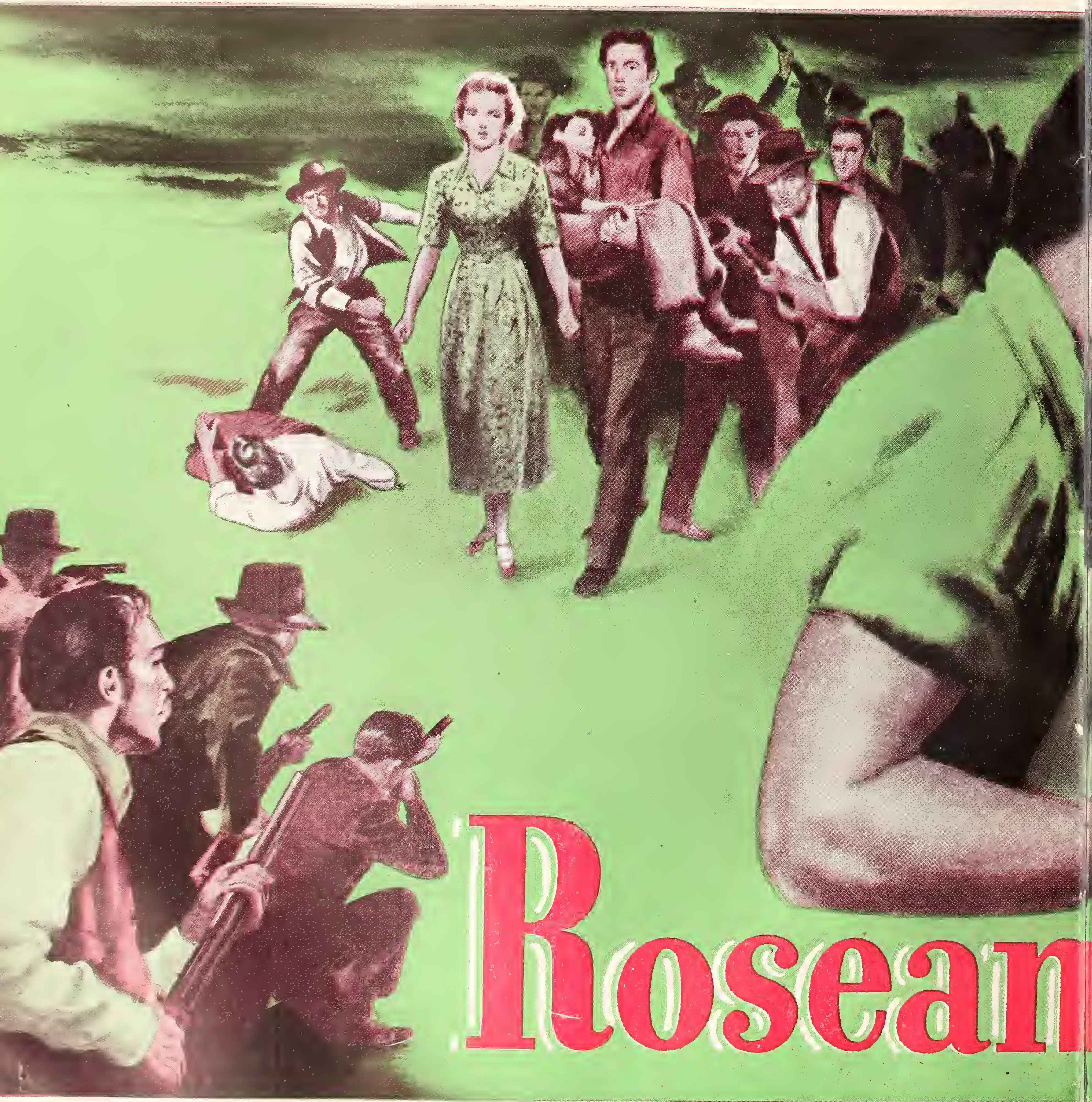
IATSE district No. 10, composed of local unions throughout New York State, will hold its annual convention at the Syracuse Hotel in Syracuse July 31. James J. Brennan, fourth international vice-president, will preside.

IATSE Board Meets

DENVER, July 25.—Meeting of the IATSE executive board convened here today, with the hearing of appeals taking up the first session. A mountain trip is planned for tomorrow, with business sessions resuming Wednesday.

SAMUEL GOLDWYN PRESENTS

The Gripping Story of th

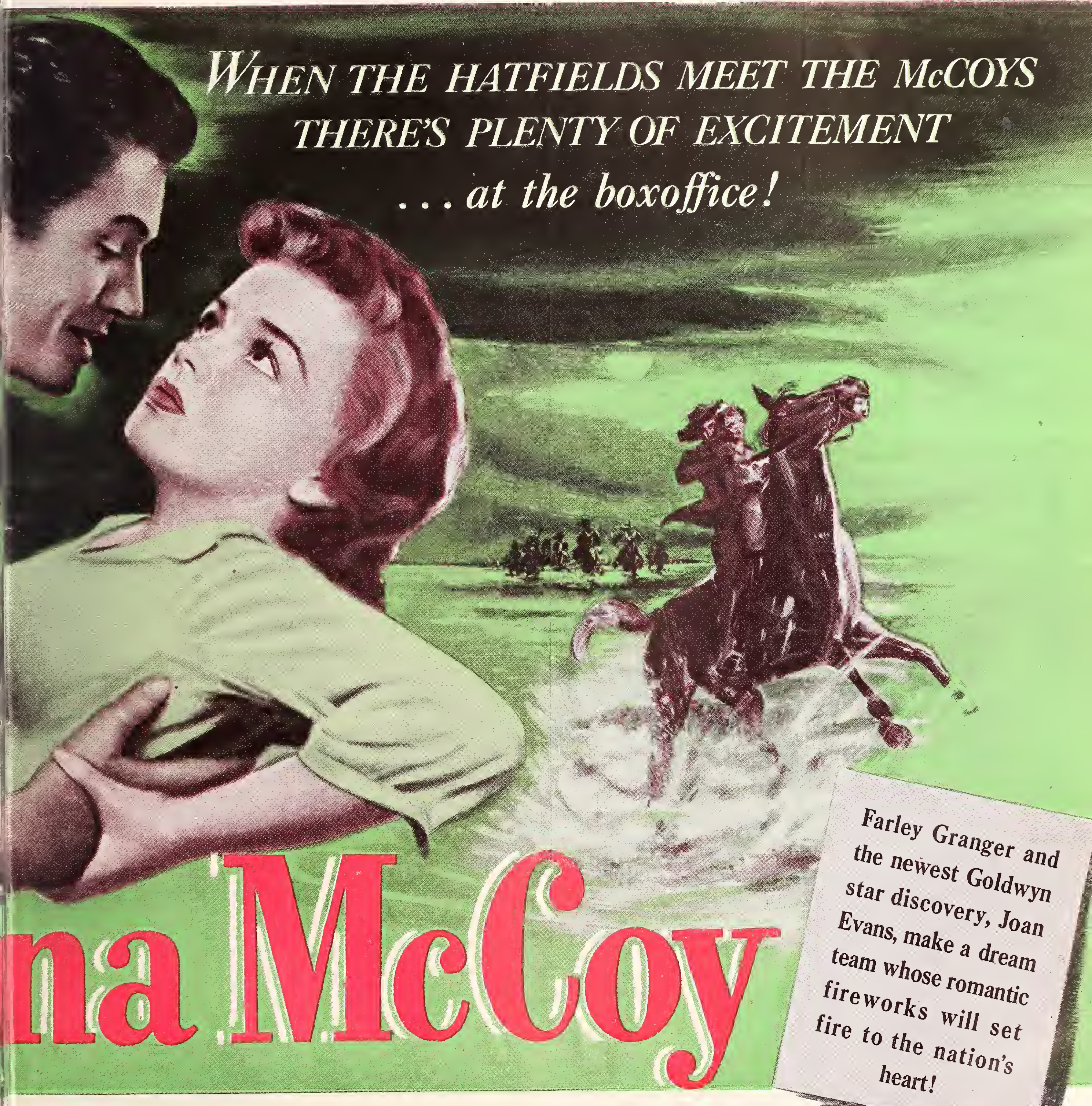


Rosean

tarring FARLEY GRANGER · CHARLES BICKFORD · RAYMOND MASSEY · RI

Directed by IRVING REIS · Screenplay by John Collier · Director of Photography LE

e Great American Feud!


WHEN THE HATFIELDS MEET THE McCOYS
THERE'S PLENTY OF EXCITEMENT
... at the boxoffice!
na McCoy
Farley Granger and the newest Goldwyn star discovery, Joan Evans, make a dream team whose romantic fireworks will set fire to the nation's heart!

ARD BASEHART · GIGI PERREAU *and introducing* JOAN EVANS

ARMES, A.S.C. · Distributed by RKO RADIO PICTURES, INC.

'Little Three' Denied Sales Relief

Holds Divorce A 'Must' with Bids Dropped

(*Continued from page* 1)

United Artists, Columbia and Universal and it appears that the Little Three were turned down on every request they had made of the court. They were refused the right to give old customers preferential treatment irrespective of discrimination. Franchises are permitted only in dealings with independent theatremen and road shows are permissible only when there is no price fixing and no discrimination.

The three companies, the court pointed out, will have, however, greater opportunity to license their pictures when the divorcement is effected.

Practices Summarized

Summary of the trade practice provisions for all six remaining defendants follows: Franchises to independents will be permitted; selling must be on a theatre-by-theatre basis and selling in groups will be allowed, but the licensing of one film must not be conditioned on the licensing of one or more others.

The clearance provision has been amended so that "a grant of clearance, when not accompanied by a fixing of minimum admission prices or not unduly extended as to area or duration affords a fair protection of the interests of the licensee in the run granted without unreasonably interfering with the interest of the public."

The statutory court here asserted that the theatre-by-theatre selling might be interpreted as meaning competitive bidding but this would be in error. It neither involves calling for bids nor licensing picture-by-picture, it was said.

The court used the following language in declaring that it "is determined to order" divorcement:

> **"As an injunction is regarded as an insufficient remedy, there must, in our opinion, be a divorcement or separation of the business of the defendants as exhibitors of films from their business as producers and distributors. Just as in the Crescent case affiliation was held to furnish the incentive for carrying out the conspiracy, that there existed, we find that vertical integration has served a similar purpose in the case at bar."**

The court stated flatly that the government's proposed order for divorcement is regarded as satisfactory but with some qualifications. The government had asked an injunction on cross licensing until the actual divorcement had been accomplished, and this was rejected by the court.

Curb Added Theatres

The three exhibitor defendants and any theatre companies which will result from the divorcement are enjoined from obtaining any beneficial interest in any additional theatres unless the court is satisfied that such acquisition will not unduly restrain competition.

The court said it also agrees with the government's proposal that it and the theatre-owning defendants submit plans calling for divestiture of theatres "as may comply with the requirement of the U. S. Supreme Court regarding local monopolies and illegal fruits. Any ultimate disposition, however, must await a later order which shall be dependent upon the proof the plaintiff may furnish as to local monopolies and illegal fruits."

Two Sides May Agree

The court stated it is hopeful that the two sides might find it possible to agree on which theatres must be disposed of, as they had settled on the dissolution of joint ownerships.

The court makes it clear that the divorcement order is a direct result of the elimination of competitive bidding from its earlier opinion by the Supreme Court.

"The provisions for competitive bidding (the opinion reads) were thought to have eliminated the conspiracies which had heretofore existed among the defendants in their capacities both as distributors and exhibitors and between defendants and independents, in which the defendants had cooperated and aided one another through illegal practices. We therefore accordingly treated the defendants as no longer able to engage in illegal practices and the public sufficiently safeguarded by the requirements of competitive bidding and the injunctions against trade practices. These safeguards as thought applied to the national market as well as to local situations.

"A review of the illegalities which we, and the Supreme Court as well, have found to exist in addition to a consideration of geographical distribution and a very general absence of competition between the major defendants, convinces us that in the absence of competitive bidding the theatre holdings of the major defendants have played a vital part in effecting violations of the Sherman Anti-Trust Act.

Barred Competition

"We held that the defendants had set up a system of fixed runs and clearances which prevented any effective competition by outsiders. This system, in the absence of the competitive bidding which is now rejected, gave the defendants a practical control over the run and clearance status of any given theatre and irrespective of the extent of local discriminations violating the Sherman Act."

In deciding the issues, the court said it refused to consider either the new competitive effects of the Paramount and RKO consent decrees or the thousands of changes in clearances and runs made by all companies in the last few years. The defendants had relied substantially on the clearance and other changes in the argument that divorcement was not required to free competition.

The court based its opinion on the status of industry operations in 1945 for the reason that this would "be far more important in determining whether violations of the Sherman Anti-Trust Act occurred, rather than the status existing after the defendants had been found guilty of wrongs and were merely taking steps to carry out our remedial decree."

See 'Calculated Scheme'

The opinion concurs with the government's argument that the defendants engaged in a "calculated scheme to control the market in the conception of the defendants' vertical integration, rather than a purpose to obtain an outlet for their pictures and a supply of films for their theatres."

The court found that in cities of less than 100,000 in population "there is no doubt" that Paramount, Warners, Loew's and 20th-Fox owned or operated theatres either in largely separate market areas or in pools "without more than a trifle of competition among themselves or with Loew's. The court said it found that in cities of more than 100,000 population there "was in general little competition among the defendants, although considerably more than in towns of under 100,000."

The court states that even though the three remaining theatre - owning defendants might have ceased to possess any monopoly power, that monopoly power could be built up again if the "illegal practices" were not terminated by divorcement, "irrespective of the fact that two of the conspirators have been eliminated from the conspiracy by the consent decree."

The opinion continues: "Therefore the divorcement we have determined to order appears to be the only adequate means of terminating the conspiracy and preventing any resurgence of monopoly power on the part of the remaining defendants."

Court Authorizes Arbitration System

New York Federal Court authorized the three theatre-owning defendants in the Paramount case and any other company desirous of doing so to set up an arbitration system under the American Arbitration Association to become effective after a decree is entered.

Divorcement Plans in One Year, US Asked

The divorcement order which had been proposed by the government and which is regarded as "seemingly satisfactory" by the New York Federal Court in its opinion in the Paramount case, provides that each of the companies submit a plan for separation of theatres from production - distribution within one year of entry of the decree.

Under the plan, the companies could, after three years, file a petition setting forth that extensive divestiture and other relief actually in operation shows that the effectuation of the divorcement plan would be unnecessary. However, the "other relief" included severe injunctions on cross licensing and these have been rejected by the court.

O'Connell in Para. Post

Richard F. O'Connell has been appointed Paramount manager in Venezuela, succeeding Moe Rotman, George Weltner, Paramount International president, announced yesterday. Robert L. Graham, assistant to division manager, A. L. Pratchett, is in Caracas during the changeover.

UA in 8 TV Film Deals

"Top Views in Sports," television reports newsreel produced by All-American News for United Artists Television, climaxed its first week of release with the signing of eight new station and agency deals, it is announced by John Mitchell, director of television at U.A.

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Appeals

(*Continued from page* 1)

at that time. Others believe that an appeal or even consent decree discussions, instead, would not be unlikely. They feel that the statutory court's opinion yesterday left ample room in the area of theatre divestiture for the basis of decree negotiations. The court found that there was insufficient evidence of monopoly and conspiracy in numerous individual theatre situations for it to prescribe specific theatre divestiture remedies. Presumably, this whole subject is left open to later hearings on individual situations.

All in Same Position

Loew's, 20th-Fox and Warners are in fundamentally the same position now as Paramount and RKO, which entered into consent decrees with the government last winter and were dismissed from the suit, in consequence. However, the Paramount and RKO decrees defined the theatre divestiture which each would be required to carry out. For the other three theatre owning companies, the extent of divestiture remains to be determined.

Schine Chain Theatres of Gloversville, N. Y., entered into a consent decree with the government last week under which its divestiture program was defined. In all cases, the decrees have allowed three years in which to complete the divestiture.

The Paramount and RKO decrees provided that each would be entitled to any more favorable relief which might be obtained from the court by Warners, Loew's and 20th-Fox in pursuing trial of the case.

Suit 11 Years Old

The government anti-trust suit was filed in July, 1938, in New York District court. Trial was started in June, 1940, and adjourned for consent decree negotiations. A three-year decree was entered in October and at its expiration the government moved for trial of the suit. Trial was started in October, 1945, and a decision was handed down the following June. In February, 1947, the companies argued their appeals before the Supreme Court and in the following May the decision was handed down, remanding the case to the New York court for further hearing on the extent of divorcement required. Those hearings were held here last spring.

To Coast on 'Samson'

Dick Condon, national campaign coordinator for "Samson and Delilah," is in Hollywood to complete pre-release promotion plans. For the first phase of the campaign, actor Henry Wilcoxon will head a public relations tour of 24 key cities in which he will hold meetings with press, radio, television, fraternal groups and exhibitors.

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NY First Runs Mild

(*Continued from page* 1)

estimate for the fifth being $123,000, which is healthy business.

"Great Gatsby" with Jimmy Dorsey's orchestra and Peggy Lee on stage is likely to give the Paramount about $71,000 in a good second week. "Any Number Can Play" with Hal McIntyre's orchestra and Hal Le Roy on stage probably will provide the Capitol with about $42,000 in a fair fourth and final week. The Capitol's next will be 'Scene of the Crime," due Thursday.

About $18,000 is in prospect for the third week of "Fountainhead" at the Strand, which is slow business. "Mighty Joe Young" will open at the Criterion tomorow, following "Calamity Jane and Sam Bass" which might do about $7,200, sluggish, in its final four days, three short of a full second week. Set for tomorrow evening is the invitation premiere of "Come to the Stable" at the Rivoli where the current tenant, "Take One False Step," probably will bring only $4,000 in its final four days (fifth week).

Continuing strong is "The Red Shoes" at the Bijou where the 40th week's gross is estimated at $9,700, which is about even with the preceding week's take. Holding up well is "Lost Boundaries" at the Astor which looks for $19,000 in the fourth week. "The Big Steal" has about $15,500 in view for a mild third week at the Mayfair. Falling off some, "Hamlet" probably will do about $7,100 in its 44th week at the Park Avenue.

"Great Sinner" is slipping at the State where the fourth week's income is seen at $19,000. Eight acts of vaudeville and "Alimony" on the screen probably will give the Palace about $22,500 in a good single-week's run. "Home of the Brave" is winding up a successful run at the Victoria with a good 11th and final week's gross of $8,000 and will be followed on Thursday by "The Window."

Wilson Assailed

(*Continued from page* 1)

And British films on the average have made a loss, year in and year out."

A Wilson appointee to the National Film Finance Corp., Davenport came to disagree strongly with the corporation's methods and actions and resigned last January.

"During 1948," Davenport is quoted in the *Daily Mail,* "the public paid more than £112,000,000 ($448,000,000) at the box-office. The government pocketed about £38,000,000 ($152,000,000) by way of entertainment tax, the exhibitors' share was nearly £50,000,000 ($200,000,000) and the distributors' £6,000,000 ($24,000,000). That left £19,000,000 ($76,000,000) for the producers of which the American share was about £12,000,000 ($48,000,000) and the British £7,000,000 ($28,000,000)." He concluded: "As the cost of British pictures was £14,000.000 ($56,000,000) and the export markets were bringing them back only £2,000,000 ($8,000,000) British producers lost £5,000,000 ($20,000,000)."

Davenport estimates that the total market loss suffered by the public in shares of British film companies since January, 1947, has been approximately £35,000,000 ($140.000,000).

Drive-in Competes

Toronto, July 25.—Ontario theatres have new competition in the opening at Fort Erie of the Crescent open-air theatre, the first Canadian drive-in to use 16mm equipment.

20th-Fox Meet

(*Continued from page* 1)

Rivoli, and participate in the conferences.

Local exhibitors and ad men who will attend the sessions include Harry Mandel, RKO Theatres; Ernest Emerling, Loew's, Harry Goldberg, Warner Theatres; Edgar Goth, Fabian Theatres; Nick John Matsoukas, Skouras Theatres; Harold Rinzler, Randforce Amusement; Emanuel Frisch and Irwin Gold, Randforce; Al Florsheimer, Walter Reade Theatres; and Isabelle Austin, Roxy.

Out-of-towners will include Gerry Atkins, Warner Bros., Albany; Emil Bernstecker, Tennessee Theatres, Knoxville; Ollie Brooks, Butterfield Circuit, Detroti; Lou Brown, Loew's Poli Circuit, New Haven; Russ Brown, Hamrick-Evergreen Theatres, Portland; Harry Browning, New England Theatres, Boston; Miss H. Brunner, Fox Wisconsin, Milwaukee; Tom Cleary, Consolidated Theatres, Montreal; Dorothy Day, Central States, Des Moines; Russ Fraser, Tri-States, Des Moines; Harry Freeman, Fox Theatre, Philadelphia; Charles Freeman, Cooper Theatres, Oklahoma City; Helen Garrity, Inter-Mountain, Salt Lake City; Vic Gauntlet, Hamrick-Evergreen, Seattle; Alice Gorham, United Detroit Theatres; Ken Hoel, Harris Amusement Co., Pittsburgh; Bernie Hynes, Denver Theatre, Denver; Bob Johnston, Fanchon and Marco, St. Louis; Norman E. Kassel, Essaness Theatres, Chicago; Senn Lawler, Fox Midwest, Kansas City; Paul Levi, American Theatres, Boston; Morris A. Mechanic, New Theatre, Baltimore; Seymour Morris, Schine Circuit, Gloversville; Seymour Peiser, Fox West Coast, Los Angeles; Howard Pettingill, Florida State Theatres, Jacksonville; Tom Read, Georgia Theatre Co., Atlanta; Fay Reeder, Fox West Coast, San Francisco; Roger E. Rice, Griffith Theatres, Oklahoma City; Emmet Rogers, Tivoli Theatre, Chattanooga; Sonny Shepherd, Wometco Theatres, Miami; Bette Smith, Fox Theatre, Detroit; Harry Spiegel, Comerford Theatres, Scranton; Frank Starz, Interstate Circuit, Dallas; Charles Taylor, Great Lakes Theatre, Buffalo; E. E. Whittaker, Georgia Theatres, Atlanta; Dan Wilkinson, Neighborhood Theatres, Richmond.

Tax Cut

(*Continued from page* 1)

tack an excise-cuting amendment on to a bill giving the Internal Revenue Bureau subpoena power in certain alcohol cases, but this is not a very important measure and Senate Democratic leaders have not shown any disposition to call it up for a floor vote. The petition being circulated by House Republicans to bring an excise tax cutting bill up directly on the House floor is moving very slowly and the major possibility for .action this year seems to be if the Senate can add the Johnson amendment later in the session to some other bill which the Administration needs passed this year.

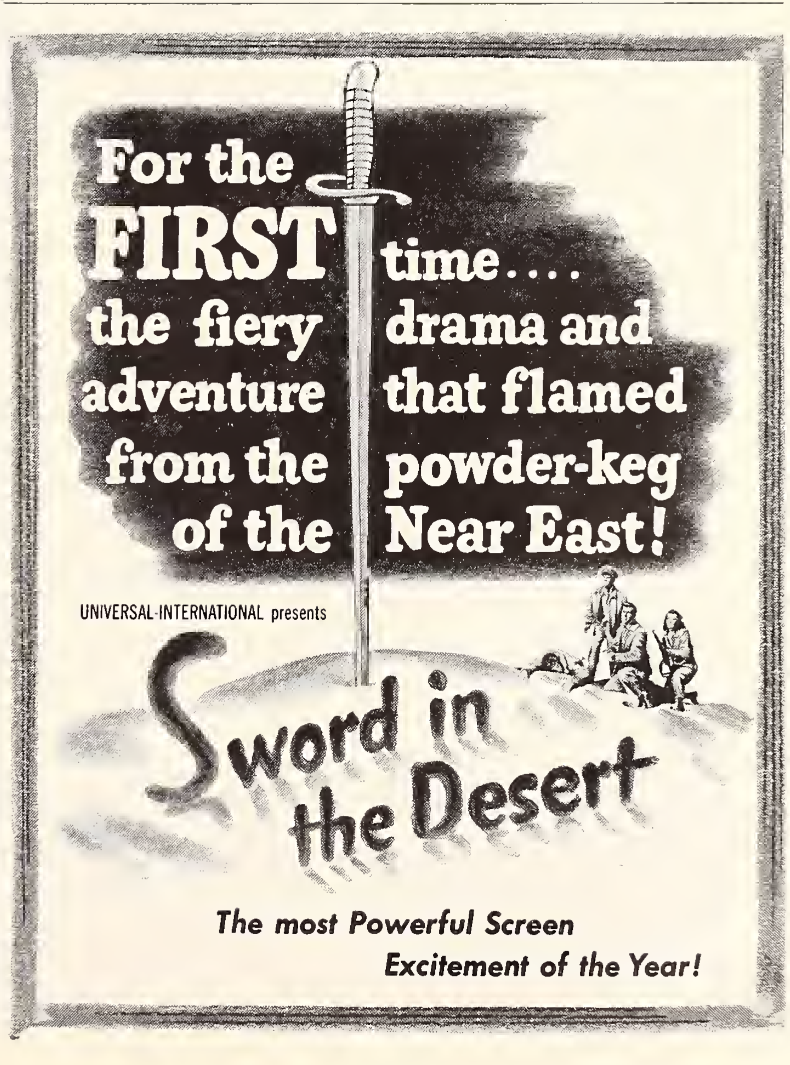
George voted against the Johnson amendment when it was brought up in the Finance committee, feeling that it was not germane to the pending bill. He would not say whether his feeling about the recession was strong enough to lead him to try to press Senate leaders for action on the subpoena bill.

Second Becker Drive-in

Minneapolis, July 25.—The Madison Drive-in, Madison, S. D., has opened under Duane Becker as owner, and Gil Sessler as operator. Sessler also operates a drive-in at Sheldon, Iowa. Both Becker and Sessler are former salesmen connected with the Minneapolis Paramount exchange.

Odeon Cuts Matinees

Toronto, July 25.—The Odeon Fairlawn Theatre, first Toronto postwar unit of the J. Arthur Rank circuit, has eliminated matinees except on Saturdays and holidays.



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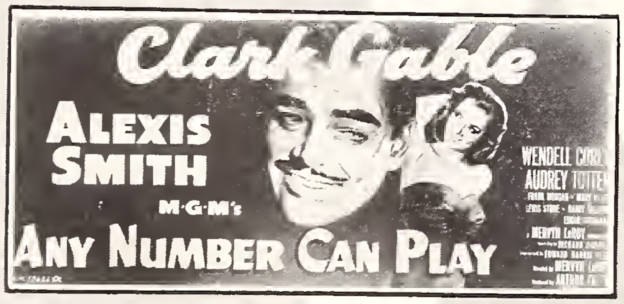
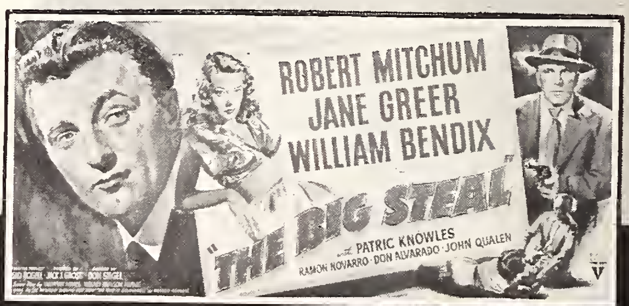

Clark Gable
ALEXIS SMITH
M·G·M's
ANY NUMBER CAN PLAY
WENDELL CORE
AUDREY TOTTE
MERVYN LeROY


ROBERT MITCHUM
JANE GREER
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"THE BIG STEAL"
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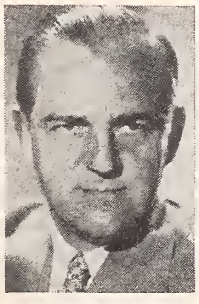
RKO Radio to Release Over 40 in '49-'50

3 Each from Hughes, Goldwyn and Disney

RKO Radio will release more than 40 features during the 1949-'50 season, more than half of which have already been completed, Ned E. Depinet RKO president, announced yesterday.



Ned E. Depinet

Among the attractions will be Howard Hughes' three pictures, "The Outlaw," scheduled for general release in October; "Mad Wednesday" and "Vendetta." Samuel Goldwyn also will contribute three to the line-up, "Roseanna McCoy," "Be-

(*Continued on page 6*)

Permanent Video in Fabian's Bklyn. Fox

The first permanent installation of instantaneous television equipment for large-screen reproduction will be made within six months at Fabian Theatres' Fox, Brooklyn first run, which seats 4,100, under a contract with Radio Corp. of America. The Paramount here has equipment for the intermediate, or film, large-screen video process.

Announcement of the installation at

(*Continued on page 6*)

Video Net to Air 'Stable' Premiere

First television network broadcast of a premiere will be made by Dumont tonight at the opening of 20th Century-Fox's "Come to the Stable" at the Rivoli Theatre here. Wendy Barrie will interview celebrities before the video cameras in the outer lobby, with the program to be carried by stations in 20 cities.

Set August 30, Chicago, For Industry 'P. R.' Meet

The all-industry meeting to discuss a joint cooperative industry public relations program has been set for August 30-31 at the Drake Hotel, Chicago, it was announced here yesterday by Ned E. Depinet, chairman of the Motion Picture Association of America's exhibitor-community relations committee.

Depinet disclosed also that the MPAA committee will hold its first exploratory conference with a committee of trade press publishers on Thursday at the MPAA offices here, for general discussions of the proposed industry program and with a view to securing publishers' representation at the Chicago meeting.

Decision on the Chicago meeting was reached by MPAA's committee after preliminary discussions thus far with Theatre Owners of America, Allied States Association, New York Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Pacific Coast Conference of Independent Theatre

(*Continued on page 6*)

Divorcement Ruling Stuns Companies; Legal Huddles Begin

The divorcement decision of the New York Federal Court came as a severe jolt in legal and top executive circles here yesterday. Those attorneys who were willing to take time out from their study of the court's opinion directing divorcement for Warners, Loew's and 20th Century-Fox, frankly confessed their initial reaction to news of the decision was one of incredulity.

Many film company spokesmen said they had come to expect some divestiture, possibly to the extent of limiting the theatre holdings of the three remaining major defendants to first runs and with restraints on additional acquisitions. But total divorcement had not appeared a likelihood, par-

(*Continued on page 6*)

MPAA Gets 5-Point Theatre TV Plan

The Motion Picture Association of America's board, meeting here yesterday under the chairmanship of MPAA president Eric A. Johnston, received from television specialists of the Society of Motion Picture Engineers a five-point program of action for theatre video operations, including the recommendation that MPAA members file with the Federal Communications

(*Continued on page 2*)

Ascap, Telecasters MoveTowardAccord

American Society of Composers, Authors and Publishers and negotiators for the television industry are still moving ahead in their discussions of the first non-gratis contract for the use of Ascap music on video. Agreement on a blanket contract already has been reached but this is subject to an accord on additional per-program licensing considerations which would be incorporated in the overall pact.

"She Wore a Yellow Ribbon"

[*Argosy-RKO Radio*]—Big-Scale, Big Money

IT'S 1876. Custer's last fight has been entered in the ledgers of history. The Indians are massing for a final effort to drive back the white man. The undermanned U. S. cavalry is the first, middle and last line of defense. The cavalry wins.

This story base carries a familiar ring. In fact, a very familiar ring. But in the seasoned and expert hands of John Ford and his high order of directorial effectiveness, "She Wore a Yellow Ribbon" becomes a rousing and engrossing attraction magnificent to the eye and an undoubted leader among the money shows for fall and winter release.

John Wayne plays the cavalry captain, 40 years in the service and about to retire. John Agar and Harry Carey, Jr. are his junior officers. Joanne Dru is the attractive miss intriguing them, each hoping the yellow ribbon—the color of the cavalry—in her hair is worn for him. George O'Brien commands isolated Fort Starke and Mildred Natwick is his wife.

The Indians are getting under way, but Wayne's last mission is

(*Continued on page 2*)

Fox, Meyer, Work Bid for RKO Theatres

Offer Hughes $6 Per Share for 24% Interest

Matthew Fox, former executive vice-president of Universal; Stanley Meyer, former supervisor of Fox West Coast first run theatres in Los Angeles, and Cliff Work, former Universal studio head, have formed a syndicate and have entered a bid for Howard Hughes' 24 per cent stock interest in the new independent RKO Theatres company to be formed prior to next Nov. 8.

The bid made is reliably reported to have been $6 per share for the 929,020 shares of stock to be issued to Hughes by the new theatre company, a total bid of $5,574,120.

Hughes is believed to have paid around $9,750,000 to Atlas Corp. for his 24 per cent stock interest in RKO. Under the company's consent decree divorcement to be consummated next fall, he will receive 929,020 shares of stock in both the new RKO picture company and the new RKO the-

(*Continued on page 6*)

NEFC Denies Self License Approvals

ALBANY, N. Y., July 26.—Under the provisions of the incorporation certificate registered here by National Exhibitors Film Investing Corp., the company has denied itself the power to approve or reject licenses for exhibition of films, to commit any of its stockholders to exhibit pictures it selects and approves, and to commit any producer or distributor of any

(*Continued on page 6*)

WB, Loew's, 20th-Fox Stocks Off Slightly

New York Stock Exchange listings of Warners, Loew's and 20th Century-Fox common stock were off only slightly in the wake of the divorcement decision of the New York statutory court. Warners opened at 11⅛ and closed at 11; Loew's closed at 18¼, from 18⅜, and 20th-Fox opened at 22⅞ and closed at 22½. The stock market generally was up a little.

Personal Mention

RICHARD DE ROCHEMONT, March of Time producer, will arrive here today from Europe on the *Ile de France*.

•

JOHN JOSEPH, assistant of HOWARD DIETZ, M-G-M advertising-publicity director, will leave here today for Washington.

•

WILLIAM B. ZOELLNER, M-G-M reprints and short subjects sales head, will leave here today to visit Eastern and New England branches.

•

BARNEY BALABAN, Paramount president, is expected to leave here for Europe at the weekend.

Levy Succeeds Goltz In MPEA Position

William Levy, formerly special home office representative for United Artists, has been appointed assistant to Irving Maas, Motion Picture Export Association vice-president and general manager, succeeding Joe C. Goltz, who has resigned to become assistant to Samuel L. Seidelman, Eagle-Lion foreign distribution manager.

E-L to Re-release Cowan's "G.I. Joe'

Lester Cowan's "The Story of G. I. Joe" will be re-released by Eagle-Lion sometime this fall. Decision to turn over all future distribution of the film to E-L was made by Cowan on the basis of "an entirely new and unusual distribution plan which will be announced shortly."

Harpo Promotes Film

Back from a personal appearance tour in England, Harpo Marx left New York last night for Detroit, Milwaukee and Chicago where he will participate in the promotion of Lester Cowan's new Marx Brothers picture, "Love Happy." Before departing from here, Harpo said he and his brothers are contemplating making a picture about their lives and may also make a picture in England and Scotland for Cowan.

NTFC to Hear Ralston

A dinner meeting of the National Television Film Council here tomorrow will hear a talk by Gilbert Ralston, director of television production or Procter and Gable, on the subject of "The Advertiser Looks at the Television Film." Ralston has just returned from the West Coast where he produced 26 television subjects.

Air 'Stable' Premiere

Radio commentator Martin Starr will broadcast the highlights of the premiere of 20th Century-Fox's "Come to the Stable" at the Rivoli Theatre here tonight. The special events broadcast will be heard over station WINS from 8 to 8:30 P.M.

"She Wore a Yellow Ribbon"

(*Continued from page* 1)

interrupted by the need to get the two women out of the danger belt and on a stage heading East. He fails, turns about to make for the fort, runs smack into the tribes on the warpath, appeals to the outmanoeuvred Indian chief who has been his friend, again fails, precipitates a whizbang of a stampede among the horses, averts the war and returns to the post as chief of scouts with the rank of lieutenant colonel.

That's what happens. But how Ford causes it to happen—the values extracted from interesting and unusual detail, the thorough authenticity he gives to cavalryman and Indian, the mounting conviction that this may be a reliving of an exciting chapter in the development of the Far West—is what gives this attraction its distinction. The meticulous and knowing care for which the director is noted extends to the principal performances and, once again as has become custom with Ford, to pictorial appeal in breath-taking proportions. Photographed in Technicolor at Monument Valley Park on the Utah-Arizona border, the film is incredibly beautiful in its panoramic sweeps.

James Warner Bellah wrote the story and Frank Nugent and Laurence Stallings the workmanlike screenplay. Some of the material is obvious and even corny, particularly the broad comedy characterization demanded of Victor McLaglen as Wayne's orderly. But whatever the downbeats may be, they are never loud enough to threaten the general excellence of the film.

No analysis of "She Wore a Yellow Ribbon," moreover, could presume to be accurate without a decided compliment to Winton Hoch and Charles Boyle for the superior quality of their camerawork, to James Basevi for the superlative level of his art direction and to all others identified with the technical aspects of the production. Lowell Farrell was associate producer.

Running time, 103 minutes—and not one minute too long. General audience classification. Release date, September, 1949.

RED KANN

Companies, Circuits Hit in Boston Suit

BOSTON, July 26.—William Daitch and Pauline Goldberg of the Weymouth Theatre, Weymouth, Mass., filed an anti-trust complaint in Federal Court here today, asking damages of $300,000. Named in the complaint and charged with maintaining excessive clearances were: New England Theatres, American Theatres, RKO Theatres, Loew's Boston Theatres, Paramount, Loew's, 20th Century-Fox, Warners, United Artists, RKO, Universal-International, Columbia, Republic and Monogram.

SPG-Company Meet Makes No Progress

A joint meeting of representatives of the Screen Publicists Guild and the major companies held here yesterday by the Federal Mediation and Conciliation Service resulted in no progress.

Meanwhile, Len Goldsmith, SPG head, has announced that a meeting of the representative council would be held tonight.

Lab-Local 702 Meet Ends in Impasse

A joint meeting of film laboratory representatives and officials of the Motion Picture Laboratory Union, Local 702, held here yesterday by J. R. Mandelbaum of the Federal Mediation and Conciliation Service, resulted in no progress, according to John J. Francavilla, local president. Francavilla said that there is no action left "but to carry out the strike" which is scheduled for midnight Sunday.

Crosby Film Bows Aug. 17

A two-theatre premiere for Paramount's "Top O' the Morning," starring Bing Crosby, Barry Fitzgerald and Ann Blyth, will be held Aug. 17 at Bridgeport, Conn.

FCC's Delays Kill W. B. Video Plans

WASHINGTON, July 26.—The Federal Communications Commission today in effect wrote finis to Warner Brothers' plans to buy Los Angeles television station KLAC-TV from Mrs. Dorothy Thackrey, publisher of the New York *Post*. Insofar as it known, Warners contemplates no other television activities.

The Commission said it could not possibly hold hearings and act on Warner's application before Aug. 1, the date the present Warner contract with Mrs. Thackrey expires. Since Warner yesterday told the FCC it would not extend the contract beyond Aug. 1, the matter is now apparently closed.

SRO at RKO Missouri Kansas City Opening

KANSAS CITY, July 26.—A sold out house and a downtown parade marked the opening of the RKO Missouri here tonight, where John Ford's "She Wore a Yellow Ribbon" had its initial showing. Malcolm Kingsberg, RKO Theatres president, and Sol A. Schwartz, vice-president and general manager, led a home office delegation.

Small Praises TV Trailer

Declaring television trailers "tops" for the exploitation of spectacular action thrillers, Edward Small is contracting for time on 70 video outlets for his "Black Magic," which will open in 400 cities on August 19, it is reported by United Artists, which is releasing the picture.

Reissue 'Lady Eve' Dec. 2

"The Lady Eve," starring Barbara Stanwyck and Henry Fonda, has been paired with "Holiday Inn" for release on Dec. 2 as the next release on Paramount's "Parade of Champions."

Newsreel Parade

PRESIDENT Truman signing the Atlantic Pact Treaty and Israel's Army Day are current newsreel highlights. Other items include Argentina hailing its 133rd year of independence, a frog derby, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 60—President Truman signs Atlantic treaty. The 50,000th D.P. arrives. Israeli V-Day. Blue Danube excursions. British Royal romance. Clifton Webb in Rome. Frog jumping jamboree. Paris swimming meet. Chicago: Arlington handicap.

NEWS OF THE DAY, No. 294.—Atlantic Pact ratified. Tight squeeze for aircraft carrier entering river. Mrs. Georgia Neece Clark. Boston welcomes 50,000th D.P. Hollywood: drive-in church. Blue Danube open again. Israel celebrates first Army Day. Frog derby. Water festival star.

PARAMOUNT NEWS, No. 97—Waterfront strikes in London, Hawaii. President Truman signs North Atlantic Treaty. Israel honors heroes on first Army Day. Minnesota celebrates Aquacentennial. Argentina hails 133rd year of independence. U. S. tars make flattop training field.

TELENEWS DIGEST, No. 30-A—Czechoslovakia: anti-Vatican campaign. Senator Dulles hails Atlantic Pact. Washington: insurance bonds for veterans. Mrs. Georgia Neece Clark, America's first woman treasurer. Italy: typewriting contest. Italian resort fashions. Belgium: water polo. Mexico: pistol meet.

UNIVERSAL NEWS, No. 268—Atlantic Pact signed by President Truman. Reconditioned war planes. Drive-in church. Douglas Fairbanks, Jr. made honorary knight for CARE work. Holland: citizens' parade. Independence Day in Argentina. Aquacentennial celebrated in Minneapolis. Water skiing.

WARNER PATHE NEWS, No. 99—President Truman signs Atlantic Pact. Newfoundland parliament. Israel's Army Day. England: Royal garden party. Honeymoon in Niagara Falls. Vienna zoo. Minneapolis Aquacentennial. Fleet football. Maryland water show.

MPAA TV

(*Continued from page* 1)

Commission before September 2 petitions for a public hearing on the subject. SMPE recently made a similar recommendation to Theatre Owners of America.

Donald Hyndman and Boyce Nemec, chairman and secretary, respectively, of SMPE's television committee, presented the recommendations at yesterday's meeting and, presumably, will be invited by the MPAA board to attend a meeting scheduled for next Tuesday at which decisions may be made in connection with the SMPE formula.

SMPE's recommendations are keyed to FCC's demand for prompt action by applicants for video channels. SMPE asked that MPAA endorse the reply which the Society will make to the FCC.

Republic, Ad Agencies Examine Video Trailer Possibilities

HOLLYWOOD, July 26.—Republic, which hopes to develop a full-fledged television trailer promotion campaign, has begun screenings for advertising agencies' representatives with a view to obtaining ideas on the "proper co-ordination of television with the motion picture industry." The recommendations, when made, will be passed along by Republic branch managers to leading circuit and independent exhibitors.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herhert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

HOW TO BEAT THE SUMMER!

VACATIONLAND
U.S.A.

(*By Leo, Winner of the "Exhibitor Magazine" Theatre Poll for "Best Product and Fairest Terms"*)

"I'm an old hand at competing with the hot weather and the distractions of vacation-time. As in previous years I've got a sure-fire policy: BIG ATTRACTIONS! And as in previous years I refuse to hold back my Big Ones. I'm delivering to my friendly M-G-M showmen the best shows to keep the folks movie-minded!"

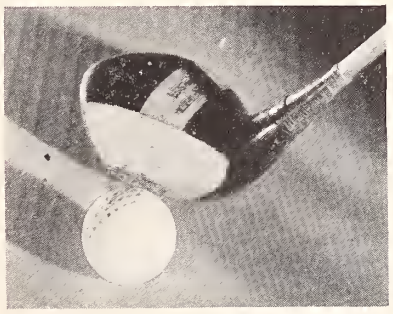
"I'm treating the family to 'Little Women' after lunch, and tomorrow we're off to see 'The Wizard of Oz'. Nice holiday, toots!"

Plenty of thrills in today's ball game but more tonight at "Scene of the Crime".

After a day at the beach those M-G-M Technicolor Musicals, "Neptune's Daughter", "Take Me Out To The Ball Game" and "Barkleys of Broadway", are just right.

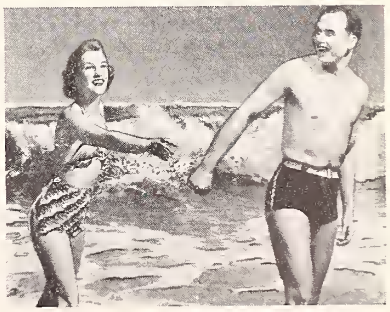
"Hey mister, I like my men rugged. Take me to see 'Any Number Can Play'."

"What a vacation. Golf by day, movies at night! 'The Stratton Story' was swell and I hear great things about M-G-M's Technicolor Musical 'In The Good Old Summertime'."



"I hear M-G-M's made a wonderful picture of 'Madame Bovary'. Let's watch for it."

Time to get ready for dinner and movies. Tonight they'll be thrilled by "The Great Sinner". Tomorrow night, "Edward, My Son".



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There'll be plenty of buzzin' over the BIG DOINGS under way for your industry, your theatre and your future with

COME TO THE STABLE • I WAS A MALE
EVERYBODY DOES IT • YOU'RE MY EVERYT
THIEVES' HIGHWAY • OH, YOU BEAUTIFUL DOL

There's
No
Business

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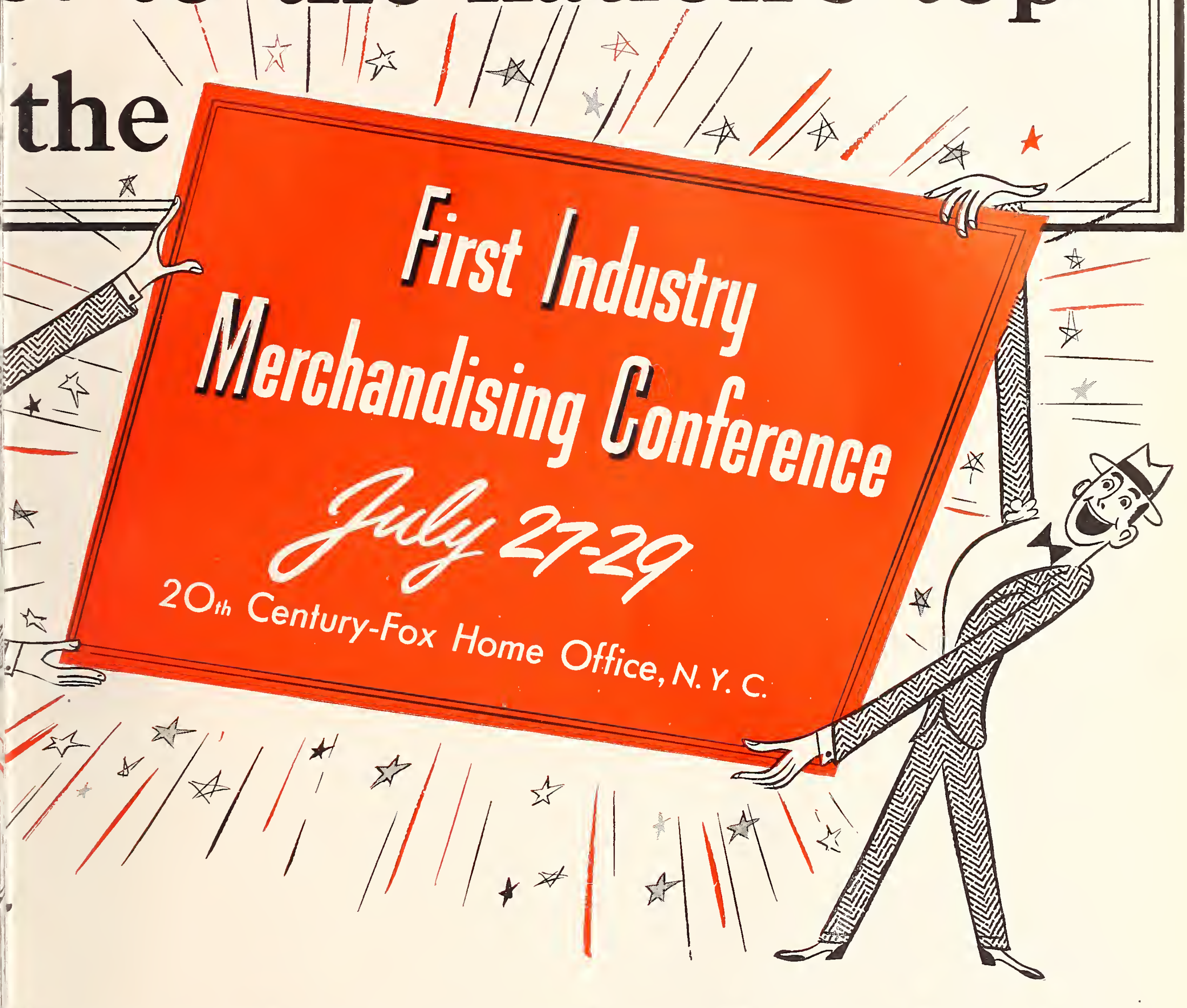
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July 27-29
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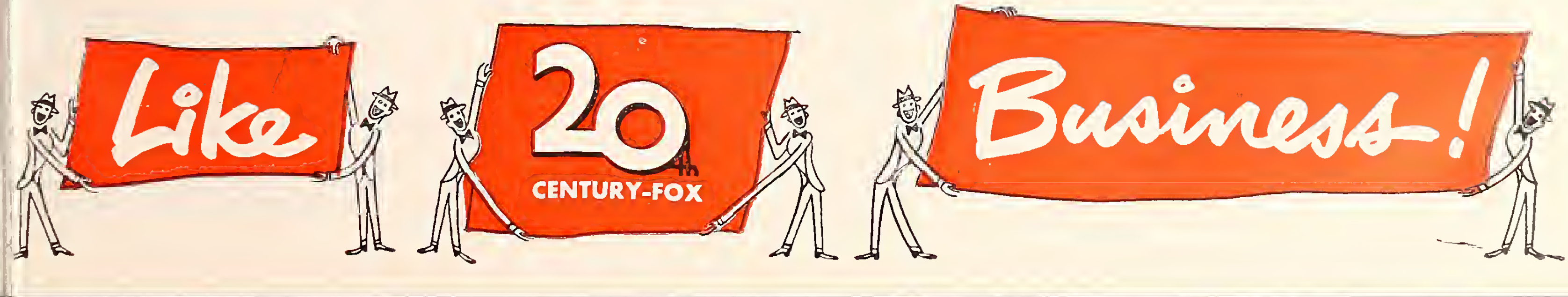
Technicolor • **3 CAME HOME • PRINCE OF FOXES**


Like
20th
CENTURY-FOX
Business!

RKO Theatre Bid

(Continued from page 1)

atre company for the 929,020 shares originally acquired of the present parent company. Thus, the Fox-Meyer-Work bid offers him a profit of approximately $700,000 on one-half of his original RKO investment.

Hughes, of course, would continue to own the controlling 24 per cent interest in the new RKO pictures company.

As part of the original purchase of the RKO shares, Hughes issued an option to Atlas Corp. to purchase his shares in the new RKO theatre company prior to next Nov. 8. The price was to be determined by the best offer obtainable by Hughes from other interested bidders. The option provides that the terms of the best bid be made known to Atlas tentatively for consideration during an eight-day period and that Atlas shall have two additional days in which to accept the same purchase proposal and 10 more days in which to close.

Failing to receive outside bids, the option provides that Hughes would offer the theatre shares to Atlas at a price of not more than $4,500,000.

All three of the present bidders are well-versed in theatre operations.

Video for Fabian

(Continued from page 1)

the Fox, which telecast the last Walcott-Charles prize fight as an experiment recently, was made by S. H. Fabian, president of the circuit, and W. W. Watts, vice-president in charge of the RCA Engineering Products Department.

Industry 'P.R.' Meet

(Continued from page 1)

Owners and the Hollywood Motion Picture Industry Council.

All the exhibitor groups have indicated willingness to attend the all-industry meeting, MPAA pointed out yesterday, with Allied acceptance conditional, however, on final returns from a mail poll of that association's directors, now underway.

Insofar as could be learned, no direct invitation to attend the meeting has been extended to the Society of Independent Motion Picture Producers which, as a member of MPIC, presumably has the power to veto the participation of that organization in the all-industry program.

NEFC

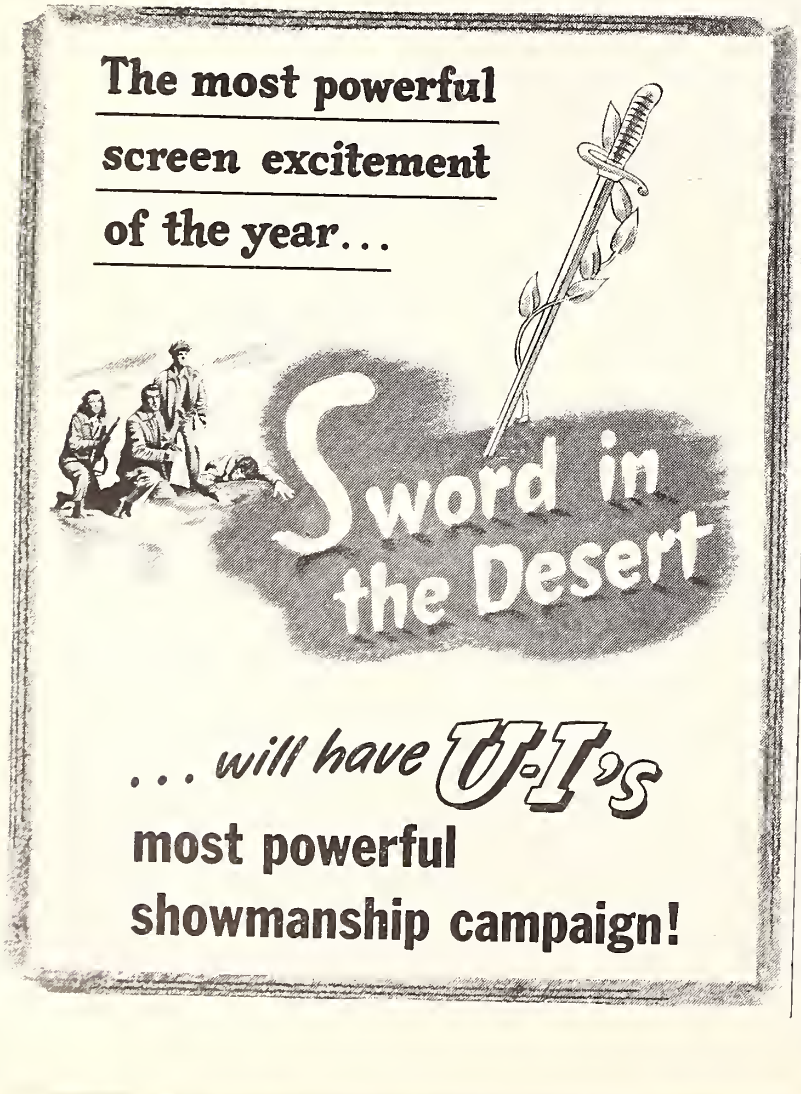
(Continued from page 1)

motion pictures to license them for exhibition in any particular theatre or theatres.

In addition to this, and to other details of the 14-page incorporation certificates which have been reported, the certificate authorizes the company's directors to set apart a fund from the surplus profits "to meet liabilities or contingencies before declaring any dividends."

Loew's Wins New Trial

ST. LOUIS, July 26.—Loew's won a new trial today in the violation of privacy suit brought by Mrs. Beulah Greenwalt Walcher when Judge George H. Moore set aside a $290,000 verdict won by Mrs. Walcher last December, terming it "excessive."



RKO Schedule

(Continued from page 1)

loved Over All" and "My Foolish Heart."

Walt Disney will have three features on the list, "The Adventures of Ichabod and Mr. Toad," an all cartoon feature; "Treasure Island," Disney's first all-live action feature, in Technicolor, being made in England, and "Cinderella," all cartoon, in Technicolor.

Nine in Color

Nine features on the new program will be in color, six in Technicolor, two in Ansco color and one in Truecolor.

Others on the list are: three Jane Russells, "It's Only Money," co-starring Frank Sinatra and Groucho Marx:; "Shanghai Incident," co-starring Robert Mitchum, and "Montana Belle," in Truecolor.

Also: "Cheater of Cheats," starring Cary Grant; "Stromboli," being made in Italy, starring Ingrid Bergman, and the continued presentation of Walter Wanger's "Joan of Arc," starring Miss Bergman.

Others include "Jet Pilot," to be supervised by Howard Hughes, RKO studio head, co-starring John Wayne and Janet Leigh; "She Wore a Yellow Ribbon," an Argosy production, directed by John Ford, in Technicolor; two Robert Mitchums, "Christmas Gift" and "The Big Steal," in addition to "Shanghai Incident." Miss Leigh will co-star in "Christmas Gift" and William Bendix in "The Big Steal."

Also: "Weep No More," with Joseph Cotten and Valli; "Love Is Big Business," co-starring Claudette Colbert, George Brent and Robert Young, produced by Jack Skirball, who also will produce "Blind Spot," now being cast.

Also: "The Man on the Eiffel Tower," in Ansco color, with Charles Laughton, Franchot Tone, Burgess Meredith, Robert Hutton, Jean Wallace, Patricia Roc and Belita; "Savage Splendor," African adventure film; "The White Tower," with Glenn Ford, Valli, Sir Cedric Hardwicke, Claude Rains and Oscar Homolka, to be produced in France .

Also: two Victor Matures, "Mr. Whiskers" and "Interference," the co-starring Lucille Ball, Lizabeth Scott, Sonny Tufts and Lloyd Nolan; "Carriage Entrance," to be produced by Polan Banks, co-starring Ann Sheridan and Robert Young; "Bed of Roses," with Joan Fontaine, Robert Ryan, Zarchary Scott and Joan Leslie.

18 Disney One-Reelers

Also: "I Married a Communist," "The Bail Bond Story," "They Live by Night," "Roughshod," Sol Lesser's "Tarzan and the Slave Girl"; Harriet Parsons' "Come Share My Love"; "Strange Bargain," "Follow Me Quietly," "Make Mine Laughs," "Arctic Fury" and "Terror."

Completing the feature program will be six Tim Holt Westerns.

The short subjects program includes 18 Disney single reelers, including six revivals of his most popular cartoons in Technicolor; "Seal Island," first of a series of Disney True Life adventure films, in color; two new "My Pal" subjects; six Leon Errol two-reelers; six two-reel Comedy Specials; 13 This Is Americas, 13 Sportscopes, two two-reel sport subjects, a two-reel Technicolor special, "The Boy and the Eagle," and 13 single reel Screenliner subjects.

Divorcement Ruling

(Continued from page 1)

ticularly in view of comments from the bench when the last courtroom hearings were held last spring. Justice Augustus N. Hand at that time said that the U. S. Supreme Court opinion in the case did not in itself call for the extreme remedy, but rather for a new investigation of industry operations to determine the remedy warranted. Apparently that observation by the senior jurist as much as anything led to the disbelief in so drastic an order.

Professing no surprise at the divorcement order was a Justice Department attorney who said the New York Court was consistent with the evidence in the case and the attitude of the Supreme Court toward it. The Department having scored virtually a complete victory, it was obvious that it has no intentions to appeal.

No Decision on Appeals

Attorneys at the home offices and their downtown associates were in constant huddles throughout yesterday as their task of determining the full meaning of each provision of the decision had begun. No decision on appeals apparently was made and the indication is that none will be for some time.

The company which probably was most taken back of all was Loew's whose executives and legal department for some time have felt it was the least vulnerable to the government's charges of monopoly and conspiracy in exhibition. Possibly they had some consolation in the fact that the court singled out Loew's for having the "most favorable" general distribution of theatres. In qualifying this, however, the court took a dim view of that company's "continuing arrangement" with RKO in the New York area, minimizing competition between them. This was especially demonstrated, said the court, when Paramount had a dispute with Loew's on rental terms, during which Paramount made no effort to sell to RKO Theatres and the latter made no attempt to buy films from Paramount.

Braden Elated

J. Noble Braden, executive director of the Motion Picture Division, American Arbitration System, said here yesterday that he was elated that the court should indorse arbitration for a third time as a means of averting court litigations. Beyond that, he had no comment. Whether arbitration is continued has yet to be decided although it has been apparent, according to some attorneys, that the three majors had backed it during the late stages of the trust case to help substantiate their argument that divorcement was unnecessary. With divorcement to be decreed, and if sustained on appeal, the fate of the AAA system would appear doubtful.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

Vol. 66. NO. 19 NEW YORK, U. S. A., THURSDAY, JULY 28, 1949 TEN CENTS

Hope Seen for A New Era in Merchandising

Advertising Seminar May Be Trail Blazer

Expressing the hope that the industry-wide merchandising meeting which opens today would mark "the beginning of a new era in showmanship," Charles Einfeld, vice-president in charge of advertising and publicity for 20th Century-Fox, last night hailed the incoming advertising chiefs of many of the nation's major independent and affiliated theatres as "trail blazers for greater business for all producers and all theatres."

Einfeld greeted the visiting delegates as "the creative and merchandising end of exhibition" and declared that "for the first time in history, the industry's greatest array of public relations talent is gathered under one roof in an effort to develop increased cooperation between exhibition and distribution." He added, "This effort to stimulate greater theatre attendance

(*Continued on page* 8)

Nation-Wide Group At 20th-Fox Meet

Cities and areas represented at the industry-wide merchandising meeting which gets under way this morning at 20th Century-Fox make the gathering one of the most comprehensive showmanship groups ever assembled under one roof in recent industry history.

Territories covered by the advertising and publicity directors attending this meeting include:

East: Gerry Atkins, Warner Theatres, Albany; Morris A. Mechanic, New Theatre, Baltimore; Harry Browning, New England Theatres, Inc., and Paul Levi, American Theatres Corp., Boston; Charles Taylor, Great Lakes Theatre, Buffalo; Sey-

(*Continued on page* 8)

Film Finance Group Arrives at Weekend

Non-New Yorkers among the members of the executive committee of the National Exhibitor Film Co. are due in the city at the weekend to complete preliminary work, such as approval of papers of incorporation, on the new company. The group will meet at the Waldorf-Astoria here on Tuesday.

Already here is Ted R. Gamble

(*Continued on page* 10)

1948 Sales Set Record But Net Lowest Since 1941

WASHINGTON, July 27.—Sales of film industry corporations amounted to $1,823,000,000 in 1948, the highest on record, compared to $1,483,000,000 in 1946, and $1,574,000,000 in 1947, although 1948 net income dropped to the lowest level since 1941, the Commerce Department reports.

These figures do not include sales of unincorporated enterprises, and so cannot be correlated with the total admissions take. However, the record volume of sales with the sharp drop in net income indicate plainly the rising costs confronting the industry.

Dividend payments in 1948 remained close to the record level of 1947, despite the drop in net earnings.

Film company corporations, in all branches of the industry, had net income after Federal and state income and excess profits taxes, of only $75,000,000 in 1948, compared with $133,-

(*Continued on page* 10)

Hold Festival Plan Meet Here In Week

Theatre Owners of America executive director Gael Sullivan plans to meet here next week with a number of other industry leaders for the first "round-table" discussion of his Film Festival proposal. Sullivan said yesterday the precise date will be announced shortly.

Describing the proposal, which he

(*Continued on page* 10)

Invited, SIMPP Will Join 'P. R.' Parley

Washington, July 27.—The Society of Independent Motion Picture Producers has been officially invited to the all-industry public relations meeting in Chicago, Aug. 30, and has indicated acceptance, MPAA officials announced today.

They said SIMPP president Arnall had received the invitation and has said that while he had to poll his members on participating, he felt sure the answer would be favorable and SIMPP would be represented at the meeting.

State Bars Theatre Closings for Polio

ALBANY, N. Y., July 27.—The New York State Department of Health has taken the official stand that theatres need not close as a means of combating infantile paralysis.

In a radio broadcast about the disease prepared in behalf of the State Health Department and carried over 40 stations, the stand against closing of theatres and playgrounds is explained as justified "because we have no reliable evidence that action of that kind will cut down the incidence of the disease. It has been tried time and time again . . . and it has done no good."

Polio cases in New York City now represent an official "mild epidemic."

"Come to the Stable" in Auspicious N. Y. Debut

Viewed by 20th Century-Fox as a forerunner of a steady flow of important openings in a new and intensive era of showmanship, "Come to the Stable" had its world premiere at the Rivoli last night. Notables from society, the arts, politics, diplomatic, religion, education and, of course, the motion picture industry were on hand despite the sweltering heat.

"Come to the Stable" premiere in pictures on pages 6 and 7.

Consul generals and many United Nations representatives were in the audience. Representing New York City were the five borough presidents

(*Continued on page* 8)

One-Car Price for Drive-Ins Approved

The Treasury Department has ruled that if, on a particular occasion, "a drive-in theatre does not have an established price for a single admission, but does have a set charge for the admission of a group of persons occupying one car, regardless of the number of persons in the group, the set price made for the admission of the group is the established price of admission to the theatre on that occasion."

The ruling was made by Acting Deputy Commissioner of the Bureau

(*Continued on page* 10)

Put Anglo-US Council Meet Off Again

Cripps Parley Here With Administration Is First

WASHINGTON, July 27.—A further postponement of the next meeting of the Anglo-American Film Council was announced today by the Motion Picture Association of America. Issued simultaneously here and in London, the MPAA announcement said that the meeting would not now take place until after Sir Stafford Cripps and other top British officials meet here in September with top U. S. fiscal experts. The meeting was originally slated for London next month.

Additionally, the MPAA today confirmed that salient features of the April Film Council agreement will not be put into effect. Society of Independent Motion Picture Producers president Ellis Arnall declared last week in testimony given before a House Judiciary subcommittee inves-

(*Continued on page* 10)

George to Call Tax Cut Bill for Vote

WASHINGTON, July 27.—Senate Finance Committee Chairman George said today he plans to call up on the Senate floor before the end of the current session the bill to which the Johnson excise tax-cutting amendment has been added.

This is a measure to give the Bureau of Internal Revenue subpoena power in industrial alcohol cases.

Even if the Senate should pass the measure with the excise tax cuts, House tax leaders are opposing action on excises this session.

Meanwhile Senate Banking Committee Chairman Maybank said he strongly favored excise reduction this year.

Mason Is Upheld In Pact Row with Rose

Circuit Court of Appeals has upheld the District Court's decision that James Mason's contract with David Rose is invalid after appeal from the lower court's ruling had been taken by Rose. Mason, plaintiff in the action, sought the invalidation of the pact so that he could be free to do a picture here with no subsequent legal brushes with Rose. Attorneys Schwartz and Frohlich represented Mason.

Personal Mention

ERIC JOHNSTON left Washington yesterday for a two or three weeks' vacation in Spokane and will return after the middle of August.

•

Joseph Moskowitz of 20th Century-Fox; Mrs. Irene Selznick; Claude Rains and Mrs. Rains are among the passengers who will sail today for Europe on the *S.S. Queen Mary*.

•

William Mansell, Warner Philadelphia branch manager, became a grandfather with the birth of a girl to his daughter, Mrs. Renee Sapington, Sunday at the Bryn Mawr Hospital, Philadelphia.

•

Raymond Paige has been appointed guest conductor of the Radio City Music Hall symphony orchestra during the vacation of Alexander Smallens.

•

James B. Harris and David L. Wolper, president and treasurer of Flamingo Films, will leave here Tuesday on a tour of television broadcasting cities.

•

Belle Meyer, secretary to S. L. Seidelman, Eagle Lion foreign manager, will leave on her vacation tomorrow.

•

Joseph Cotten will arrive here tomorrow from the Coast and leave for Rome the next day aboard the *Ile de France*.

•

Max E. Youngstein, Paramount advertising-publicity director, will leave here today for the Coast.

•

Al Kane, Paramount assistant Eastern and Southern division manager, will leave here today for Buffalo.

•

Clyde Goodson, Paramount Atlanta branch manager, will arrive in New York Saturday from that city.

•

R. E. Pierce, Altec Boston sales representative, is in New York from that city.

•

Jack Ellis, president of Ellis Films, returned here yesterday from Detroit and Chicago.

•

C. H. Roebuck, Jr., has become Film Classics booker at Atlanta, succeeding John Scruggs, who resigned.

Bloomberg Resigns Post

Boston, July 27.—Phillip Bloomberg has announced his resignation as president and director of the Naumkeag Amusement Co., Salem, Mass. He will form his own company,- he said.

Dual Bow for 'McCoy'

The Goldwyn production, "Roseanna McCoy," will have a joint premiere on Aug. 17 in Charleston, W. Va., and Louisville, Ky., to be followed by 200 dates in the area, which is the locale of the film.

Copyright Co-Owners Must Share Profits

Affirmation by the U. S. Court of Appeals here of a New York State Appellate Division ruling in the "test case" brought by the Jerry Vogel Music Co. against Miller Music, Inc., has made virtually a fact of law the requirement that co-owners of a copyrighted work account to each other for proceeds derived from licensing the work to a third party, according to Milton M. Rosenbloom, of the New York law firm of O'Brien, Driscoll, Raftery and Lawler, counsel for the victorious plaintiff.

Settling what Rosenbloom termed "a long mooted question," the action was filed by Vogel in 1944 in New York State Supreme Court after Miller made a private deal with Universal for a song in which Vogel had a 50 per cent interest. The State Court ruled in favor of Miller, but was later reversed by the Appellate Division.

Corwin Circuit to Push Scully Drive

San Francisco, July 27.—North Coast Theatres will give full support to the Universal-International sales drive in honor of William A. Scully, distribution vice-president, Sherrill Corwin, president of the circuit, said today.

"I am hopeful we will be able to devote a major portion of September in all North Coast houses to the exploitation and exhibition of Universal product," Corwin said.

Tri-States MPTO to Meet Oct. 18-20

Memphis, July 27.—Annual convention of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee will be held at the Hotel Gayoso, Memphis, on Oct. 18-20, a change in date and place approved by officers and directors meeting here this week, it is announced by W. H. Ruffin, Jr., president.

Skouras Drive Aids Fund

Skouras Theatres will stage a drive for $50,000 during August to aid the *N. Y. Herald-Tribune* Fresh Air Fund, and will show a short, narrated by Celeste Holm, entitled "This Is the American Way." Tomorrow Mayor O'Dwyer will proclaim August as "The American Way Month."

Goldwyn's First for '50

Samuel Goldwyn's first picture on the 1950 production schedule will be "Folly and Farewell," starring Dana Andrews, Farley Granger and Joan Evans, from a story by Richard Sherman. Julius and Philip Epstein are preparing the screenplay and will co-direct.

Petrillo Blames Tax

Boston, July 27.—James C. Petrillo, president of the American Federation of Musicians, said here today in a press interview that he blamed the "musicians' depression," which allows only 150,000 out of 270,000 AFM members to make a "fair" living, on the 20 per cent amusement tax.

Decision Within Two Weeks on Small-E-L

Final decision on independent producer Edward Small's taking control of Eagle-Lion is expected to be made here within the next two weeks. Small, who will return to Hollywood within that time, reportedly is bent on settling the matter one way or the other before his departure.

Small has been conferring here with Robert R. Young, prinicipal stockholder of Pathe Industries, which is E-L's parent company, and the latter's representatives.

Extended Run for 'Sword' at Criterion

Premiere of Universal-International's "Sword in the Desert," set for August 23 at the Criterion, will inaugurate a new policy of extended runs for the house, which will install a new screen for the opening.

"Sword," which stars Dana Andrews, Marta Toren and Stephen McNally, was produced and written by Robert Bruckner and is the first Hollywood film to deal with the running of immigrants through the British blockade to Palestine. George Sherman directed.

Film Service Unit Formed in Salt Lake

Salt Lake City, July 27.—Formation of General Theatre Service, headed by Fred F. Weimar, who has resigned as branch manager of National Screen Service; and Russell Dauterman and Harold Chesler, Utah exhibitors, has been announced here.

The company will do buying, booking and brokerage and offer services on theatre management and film promotion.

Labs Renewed Offer

A renewal of a proposal to extend the present contract was made by the laboratories at a joint meeting with the Motion Picture Film Technicians Local 702 at the Federal Conciliation Service, it was announced here yesterday by Joseph E. McMahon, chairman of the employers' group. The joint meeting resulted in an impasse. The companies previously had withdrawn proposed changes they were seeking in the contract.

Jolson Film to State

"Jolson Sings Again," Columbia's Technicolor production starring Larry Parks and Barbara Hale, will have its world premiere at Loew's State Theatre here in mid-August, immediately following the current run of "The Great Sinner."

Shoot 'Runaway' Here

Shooting of "Runaway," being produced in New York by Edward J. and Harry Lee Danziger for United Artists release, has moved to the YMHA, 92nd St. and Lexingtón Ave., with the crew and cast taking over the gymnasium and cafeteria.

Para. Sales Meet Opens Here Today

A series of Paramount sales meetings with the company's five division managers and other executives, will be opened here today by A. W. Schwalberg, vice-president and general sales manager. On the agenda are plans for the "Gold Rush of '49 Sales Drive" which opens Labor Day, and promotion plans for "The Heiress," "Samson and Delilah," "My Friend Irma," "Rope of Sand," "Top O' the Morning," "Song of Surrender" and "Red, Hot and Blue." The meetings will run through the weekend.

Hugh Owen, Eastern and Southern division manager, leaves Sunday for the second series of meetings with branch sales personnel on the company's "Gold Rush" drive. He will be accompanied by Al Kane, assistant division manager, and Clyde Goodson, Atlanta branch manager and co-captain of the Eastern and Southern division of the drive. Prominent exhibitors will participate in the meetings. They are Bernard Brooks, Fabian Theatres, who will speak at Albany; George Lynch, Schine Theatres, Buffalo; Martin Mullin, New England Theatres, Boston; I. J. Hoffman, Warner Theatres, New Haven.

Skouras Says U.S. Is Beacon to Israel

Spyros Skouras, 20th Century-Fox president, who is now on a tour of Israel, declared in a cabled message sent here to Henry Morgenthau, Jr., general chairman of the United Jewish Appeal, that "America is the beacon of hope and salvation" of the Jews who are building the new state.

UJA is now engaged in a nationwide campaign to raise funds for immigration and building in Israel as well as refugee aid elsewhere. In his message, Skouras said that everyone in Israel was eagerly watching the UJA campaign.

Game Grosses $40,000

Toronto, July 27.—Paid attendance of 18,946 and a $40,000 gross were reported for the third annual benefit baseball game sponsored by Toronto Variety Tent No. 28. The proceeds goes toward the completion of Variety Club's vocational guidance school for crippled children, scheduled to open late in September.

$8,000 for 'Joe Young'

"Mighty Joe Young" grossed $8,000 on its opening day yesterday at the Criterion Theatre here, the theatre management reported, terming the figure the highest for an opening day in the history of the house. RKO Radio is distributing.

Levy 2% Tax in Tenn.

Nashville, July 27.—An ordinance levying a two per cent theatre admissions tax has been passed by the Brownsville city council under a law passed by the 1949 state legislature.

Sun Fires Drive-in

Nashville, July 27.—A hot noonday sun is said to have set ablaze the screen of the Newport Drive-In Theatre, causing damages of $3,000.

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Rivoli
TO-NITE AT 8-30
GALA WORLD PREMIERE
"COME TO THE STABLE"
TO-NITE GALA WORLD PREMIERE OF TWENTIETH CENTURY-FOX'S
"COME TO THE STABLE"
LORETTA YOUNG-CELESTE HOLM-HUGH MARLOWE
RIVOLI
YOUNG-HOLM
FOR EVERYBODY
LABOR DAY
There's No Business
Like 20 CENTURY-FOX Business!

Para. Content with Own Decree Terms

Paramount apparently will have no part of the distribution practice provisions of the New York Federal Court's decision of this week although its own consent decree stipulates that the company could elect to abide by any new provisions of a final decree in lieu of its own.

Paramount is said to feel that the rules on clearances, runs and discrimination which are set forth in its decree are just as easy to take, if not easier, than the restraints in the latest order against the six remaining defendants.

There are some changes in phraseology between the Paramount decree and the order outlined for the other six companies, but the difference in actual operations remains for legal interpretation.

Under its consent decree, RKO is bound by any additional provisions included in a decree against the Little Three.

Divorcement Cause for Justice Dep't Jubilation

Washington, July 27.—Department of Justice attorneys were jubilant after a quick reading of the New York Statutory Court's divorcement decision. Assistant Attorney General Herbert A. Bergson, who negotiated the Paramount and RKO consent decrees, said he wanted to study the opinion more but "from a sketchy impression, I would say we won hands down."

Meanwhile, in tesitmony before the House Judiciary Sub-committee investigating monopoly, Bergson lashed out at the Webb-Pomerene Act which, he said, has frequently been used as a device to eliminate or restrain competition."

Crescent Gets Okay To Build Drive-in

Nashville, July 27.—Crescent Amusement has been granted permission by U. S. District Court here to build a $250,000 drive-in theatre six miles from this city. The court delayed action on Crescent's petition to erect two other houses.

Two other outdoor theatres are being constructed in this area, one by N. B. Hancock near Woodbury, Tenn., and the other by A. R. Tedesco and R. L. Danner on Highway 41-A, near Clarksville, Tenn.

Polio Scare Hits Kansas City Houses

Kansas City, Mo., July 27.—City officials here have ordered curtailment of city-sponsored recreational programs for children because of a rise in the incidence of infantile paralysis. Some theatres report relatively low business because of the polio scare.

VCI Award Presentation

Hollywood, July 27.—Presentation of Variety Clubs International's annual Heart Award citation will be made to Tent 25, Variety Club of Southern California, Monday night at a banquet at the Ambassador Hotel, by VCI chief barker Robert O'Donnell and executive director William McCraw. Charles Skouras, chief barker, and David Bershon, Heart committee chairman, will accept for Tent 25.

Reviews

"Once More, My Darling"

(Neptune—Universal-International)

A BREEZY hour and a half of satirical gayety is offered in Universal-International's "Once More, My Darling." Robert Montgomery, who shares top billing along with Ann Blythe, has also combined the function of director. The screenplay is an easygoing and genial one about a lawyer-turned-ham-actor who suddenly finds his new career cut short by an Army order recalling him to active duty for a special mission. The picture packs a heavy complement of laughs and that's a strong recommendation for any picture in any situation.

Once the captain's uniform is put back on Montgomery, he is told about a valuable collection of jewels that has disappeared from occupied Germany. Now one of these jewels is being worn by a young debutante, Miss Blyth, it having been given her by a male friend who is suspected of the theft. It is a unique assignment that the Army cuts out for Montgomery. He is supposed to beguile the girl into falling in love with him so that the jealous suspect would emerge from hiding and thus be nabbed.

The screenplay by Robert Carson makes much of the impish humor inherent in the theme although there is an occasional good-natured straining of credulity. Once meeting Miss Blyth; Montgomery finds her a naive and impetuous young thing who falls in love with him with a comic desperation. A series of delicate dilemmas develop for Montgomery when Miss Blyth insists upon marrying him and presses her request with an aggressiveness that usually is more fitting for the male. Fortunately Montgomery finally overcomes his sense of embarrassment and guilt and sees the happy wisdom of a matrimonial tie. And en route to this ending, the gem-snatching scoundrel is neatly nabbed.

Both leads fit cozily into their roles. The well-beloved Jane Cowl gives subtle projection to her role as Montgomery's lawyer mother. Others in this Neptune Production are Taylor Holmes, Lillian Randolph and Charles McGraw. Joan Harrison produced and the original story of the same name was by Carson.

Running time, 94 minutes. General audience classification. Set for August release.

Mandel Herbstman

"Savage Splendor"

(RKO Radio)

A ONE-YEAR expedition in Africa, covering some 22,000 miles, has resulted in this Technicolor adventure film. The expedition, headed by Armand Denis and Lewis Cotlow, was armed with cameras only and they impressively caught the color, mystery and danger that has characterized the Dark Continent.

Aside from the film's appeal as a documentary it offers some rather sensational scenes that would make for good exploitation useage. Among them are such items as an infuriated rhino overturning a truck, a family of lions at their kill, native giants in wild war dances, pigmies hunting mammoth beasts, jungle maidens undergoing beauty torture, stampeding herds of buffalo, and the like.

The trek across the continent was made by car and truck. Besides bringing back this pictorial record, the expedition also brought back alive an assortment of jungle beasts.

Denis produced and Cotlow was associated in the production. In the course of gathering the footage, both men proved that they also are daredevils. The film was supervised by Jay Bonafield.

Running time, 60 minutes. General audience classification. Set for September release.

M. H.

"The Daring Caballero"

(Krasne-United-Artists)

THAT lovable, Spanish-accented rogue, the Cisco Kid, is back again in a new series of exploits. Duncan Renaldo once more portrays Cisco, with the roly-poly Leo Carrillo on hand as the faithful Pancho. As a standard outdoor action drama, "The Daring Caballero" easily meets the requirements of its category.

Cisco this time sets out to make a small boy happy by clearing the child's father of false charges of murder. It develops that behind the machinations that have sent the boy's father to jail are a collection of corrupt town officials who needed a scapegoat to cover their dishonesty.

The screenplay by Betty Burbridge has the usual quota of shooting, fisticuffs, chases and flights before Cisco brings the culprits to justice. A slight feminine role in the proceedings is held up by Kippee Valez. Philip N. Krasne produced and Wallace Fox directed, with Renaldo also serving as associate producer.

Running time, 60 minutes. General audience classification.

M. H.

Set Mexico Drive-in

Mexico City, July 27.—Plans ar being made for Mexico's first drive-in theatre by the Rio theatre circuit. It will be built on Chapultepec Heights here with opening scheduled for late fall.

New Loew's Poli Open

Loew's has opened its new Poli Theatre, Norwich, Conn.

Eight Rated 'Adult'

Toronto, July 27.—The Ontario Board of Censors has graded eight current features as adult entertainment, one of them, "Hangover Square," being a reissue. The list includes: "The Beautiful Blonde from Bashful Bend," "Edward, My Son," "Rope and Sand," "G-Men," "Lust for Gold," "Forbidden Street" and "C-Men."

Hollywood

Hollywood, July 27.

MAXWELL SHANE has acquired "The Hickory Stick," best-seller by Virgil Scott, concerning inadequate treatment given small town school teachers, which he will produce independently under the "outside picture" clause in his recently signed producer-director-writer contract with 20th Century-Fox. . . . Oliver Drake is to direct "Melody Roundup," Jimmy Wakely's final Western for Monogram.

●

Howard Hughes has signed Mel Ferrer, stage actor recently seen in "Lost Boundaries" and "Bed of Roses," to an actor-director contract. Ferrer aided in completing Hughes' long-pending "Vendetta." . . . Lesley Selander is to direct Tim Holt in "Range War" for RKO Radio.

●

United Artists is to release "The Hard Pillow," to be produced by Anthony Z. Landi and Constantin David, with shooting starting in September. . . . John Garfield is to star in Roberts Productions' "The Italian Story" in Italy next year with Fred Zinneman directing. . . . Gene Autry Productions has signed John English to direct the next Autry vehicle, "Beyond the Purple Hills," which starts in August.

●

Hunt Stromberg has joined Columbia under a producer contract which entails production of a series based on "The Fat Man," the radio program, and of other non-series features. . . . Robert Mitchum and Jane Russell are to be co-starred by Howard Hughes in "Shanghai Incident," a topical story written by Warren Duff, who will also produce it. . . . Robert Pirosh has been given a writer-director contract by M-G-M and assigned to script "To Please a Lady," which will star Clark Gable.

8 Additional Films Reviewed by Legion

Eight additional pictures have been reviewed by the National Legion of Decency, with three being rated A-1 and five A-II. In the former classification are Universal-International's "Silver Butte," Eagle-Lion's "The Weaker Sex," and Republic's "Wyoming Bandit."

Rated A-II are "Blue Lagoon" and "Johnny Stool Pigeon," both Universal-International; RKO's "Follow Me Quietly," Columbia's "Law of the Barbary Coast," and United Artists' "Red Light."

Prices Drop Half Cent

Hollywood, July 27.—Audience Research, Inc., in a weekly bulletin to clients, reported that the average admission price dropped one-half cent to 47 cents in June, the lowest monthly average since August, 1948.

Mrs. D. W. Griffith Dead

Funeral services for Mrs. Linda Arvidson Griffith, former wife of the late film pioneer, D. W. Griffith, will be held here tomorrow at the Frank E. Campbell Funeral Home. She died Tuesday at Doctors Hospital at the age of 73.

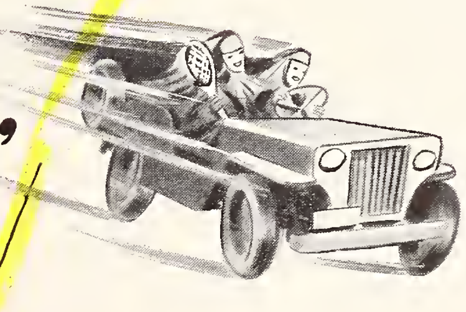
Coming for

LABOR DAY

Book it today! Start planning your record-breaking run now!

"Come TO THE STABLE"

"WILL PILE UP TERRIFIC GROSSES!"
—*Showmen's Trade Review Editorial*

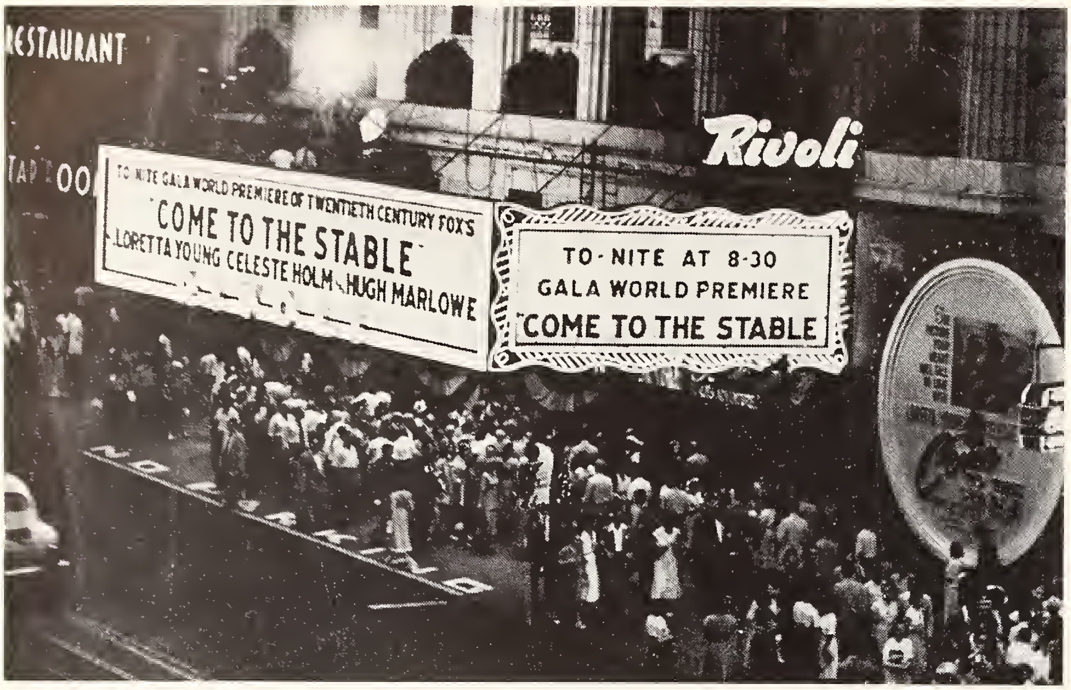


20th Century-Fox takes pride in adding an illustrious achievement to its list of triumphs!

HOUSE OF STRANGERS • Will James' SAND • IT HAPPENS EVERY SPRING • YELLOW SKY
MR. BELVEDERE GOES TO COLLEGE • A LETTER TO THREE WIVES • THE SNAKE PIT

There's No Business Like 20th CENTURY-FOX *Business!*

"Come to the Stable" Opens on B'way


RESTAURANT
Rivoli
TO-NITE GALA WORLD PREMIERE OF TWENTIETH CENTURY FOX'S
"COME TO THE STABLE"
LORETTA YOUNG CELESTE HOLM HUGH MARLOWE
TO-NITE AT 8-30
GALA WORLD PREMIERE
"COME TO THE STABLE"

The principal excitement on Broadway last night was centered at the Rivoli where "Come to the Stable" held its world premiere. It was one of the hottest nights of a hot summer, but the crowds were in no wise deterred. Special police details kept the lines of communications open and were hard at it long after the premiere had closed officially. House and marquee lights were kept blazing to attract the attention of exiting crowds from other theatres

Barbara Lawrence officially launching 50,000 watt bulb, the largest ever constructed, atop the Rivoli marquee

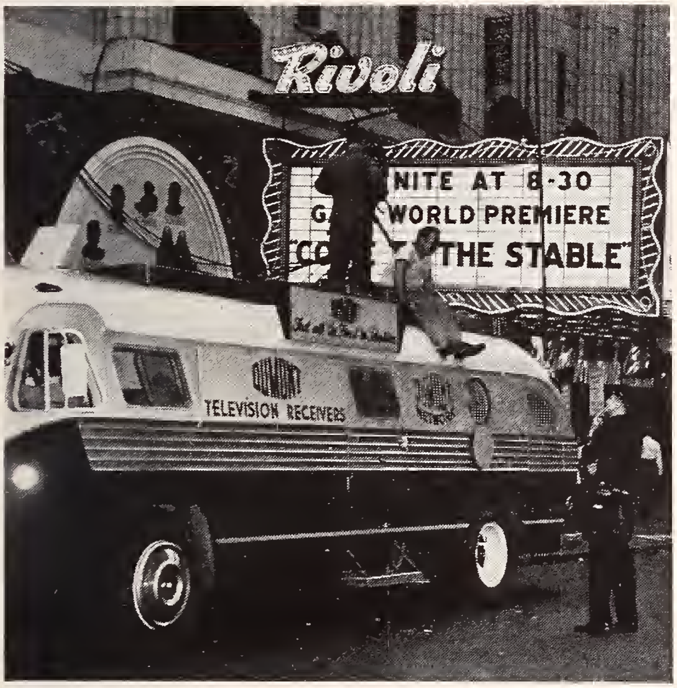
Judge Samuel Rosenman and Mrs. Rosenman

Hope Brulatour and Sinclair Robinson

Jesse L. Lasky, veteran producer

Morris Mechanic, Sonny Shepherd, Howard Pettingill, Tom Read and E. E. Whittaker, visiting theatre executives

This time it is Seymour Peiser, Miss Lawrence her duty performed, and Al Lichtman


Rivoli
NITE AT 8-30
WORLD PREMIERE
THE STABLE
DUMONT
TELEVISION RECEIVERS

How the Dumont System set up its television coverage

Two 20th-Fox vice-presidents: Charles Einfeld, A. W. Smith, Jr.

Otto and Mrs. Koegel; Kenneth Royall (right) and Mrs Royall

Martin Starr, WINS commentator; Montague Salmon

"Stable" Premiere

(*Continued from page* 1)

and members of the city council. Attending also were the advertising directors of many major circuits, who this morning start a two-day merchandising seminar at the 20th Century-Fox home office.

Denoting a change in the routines of premieres along Broadway, company publicity men working under the direction of Charles Einfeld abandoned the usual kleig lights and substituted a single 50,000-watt incandescent bulb, manufactured by General Electric and displayed atop the Rivoli marquee with the intensive cooperation of Consolidated Edison. The bulb in intermittent flashes suffused the Rivoli front and the surrounding area with an illumination not heretofore known.

Gets TV Coverage

The premiere was accorded coverage ranking well up with the most complete in Times Square memories. Beginning at 8 P.M. the Dumont Television network linked its 20 TV outlets as far West as St. Louis and as far South as Richmond to cover the lobby arrivals and general activity around the theatre. Wendy Barrie handled the interviews in the outer lobby. Martin Starr, commentator for Station WINS, handled the regular broadcast in a hookup that blanketed the Metropolitan New York area and reached into New Jersey, Connecticut, Pennsylvania and Massachusetts. Photo syndicates, local press and press associations also covered the opening According to 20th Century-Fox, requests for picture-and-story coverage reached the press associations from points as widely separated as San Francisco and Jacksonville.

A video transcription of the premiere will be shown via Kinescope at the industry-wide merchandising meeting this morning.

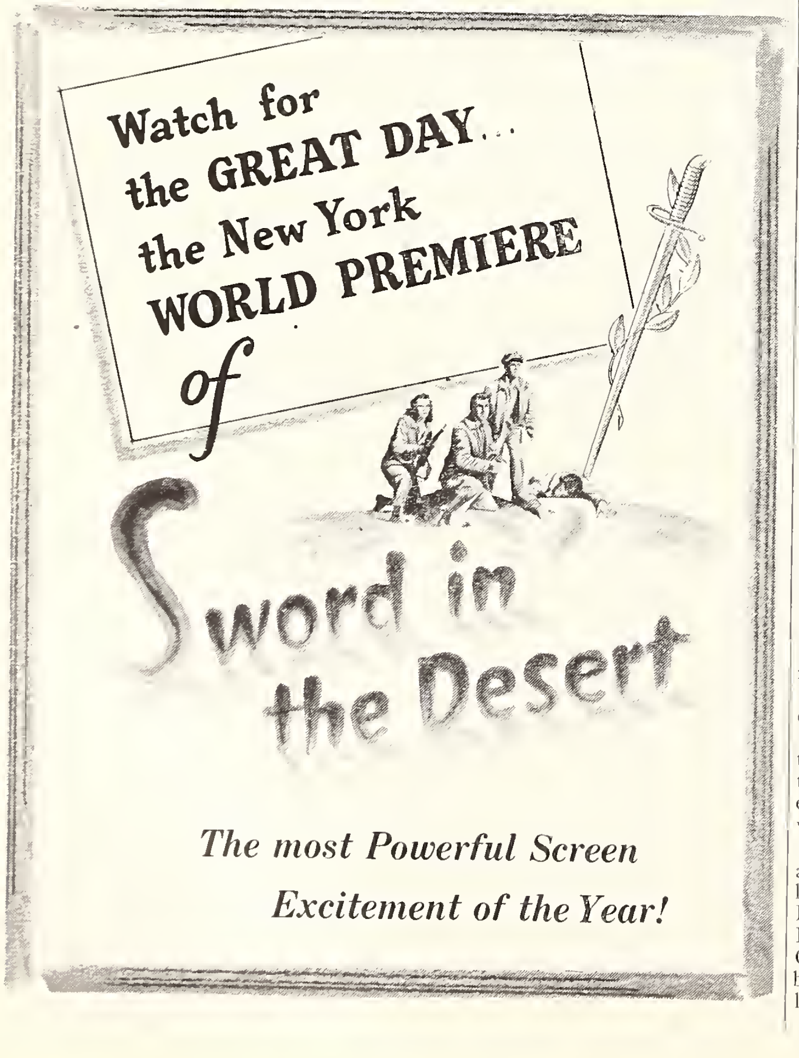
Officials of the company, of course, were in attendance en masse. Others included A. J. Balaban, Herman Becker, Joseph Bernhard, Maurice Bergman, Leo Brecher, Max Cohen, Tom Commors, John F. Caskey, Ned E. Depinet, Oscar Doob, Norman Elson, Gus Eyssell, Si Fabian, Matthew Fox, Leopold Friedman, Stanleigh P. Friedman, William German, E. C. Grainger, Francis Harmon, John Hertz, Jr., Frank Lynch, Oscar A. Morgan, Louis Nizer, John Nolan, Eugene Picker, William T. Powers, Arthur Rapf, Walter Reade, Charles M. Reagan, Samuel Rinzler, Herman Robbins, Samuel I. Rosenman, Kenneth Royall, J. Robert Rubin, George J. Schaefer, Charles Schlaifer, S. F. Seadler, Joseph Seider, George Skouras, Gael Sullivan, Herbert Bayard Swope, Frank C. Walker, Fred Waring, William A. White and Max Youngstein.

Para. Names Van Slyke

Maria Van Slyke has been named national campaign coordinator for Paramount's release of William Wyler's "The Heiress," Max E. Youngstein, national director of advertising and publicity, has announced.

Set Three Drive-ins

HARTFORD, July 27.—New drive-in theatres are announced for Concord, N. H., by the Hillsborough Theatre Co.; in Baintree, Mass., by Robert A. Grossman, and in West Boylston, Mass., by the E. M. Loew circuit.



Hope Seen for

(*Continued from page* 1)

throughout the nation is in line with the 20th Century-Fox policy announced recently by its president, Spyros P. Skouras.

"We hope that out of frank and constructive discussions, concerning not only our own pictures and problems, but those faced by every facet of our industry, will come the stimulus for greater attendance at the box-office reflecting a healthy enthusiasm by the public for the better pictures which every producer is striving to make. No form of entertainment offers so much for so little in such congenial and pleasant surroundings."

Hails Exhibitors

"You represent the exhibitor," Einfeld stated, "the fine progressive American exhibitor who has never been found wanting in time of national emergency or worthwhile community effort. You represent the new era of theatre operator who has been the bell-ringer in widening the horizons of screen entertainment and service."

The 36 ad-publicity directors who began arriving in the city last Monday began their three-day get-together in New York by attending last night's world premiere of "Come to the Stable" at the Rivoli. This morning they will be joined by exhibition leaders of New York's major circuits, who have been invited to the sessions concluding tomorrow night.

Participating in the advertising and publicity discussions will be 20th Century-Fox field men from San Francisco, Chicago, Dallas and Toronto, who will be given an opportunity to integrate campaign plans with the theatre ad-men of their territories attending the parley.

Einfeld will open the meeting this morning by introducing the visitors and presenting the agenda for the two-day meet. He will also introduce vice-presidents A. W. Smith, Jr., and Al Lichtman, both of whom will make opening addresses.

To Discuss Direct Methods

Modern distribution techniques as outlined by Spyros P. Skouras in the company's sales policy will be discussed. Scheduled to be of particular interest to the gathering will be those points having to do with the direct merchandising of motion pictures to the public. Included among these are emphasis on saturation releases, regional and star premieres, community good-will activity, fostering of children's matinees, and stimulating better public relations for the industry to increase greater attendance. With a cross-section of the country represented, it is expected that important emphasis will be laid on regional handling of pictures in relation to saturation openings.

Following these speeches, a campaign discussion on "Come to the Stable" will take place, with department heads of the company's advertising-publicity staff presenting their campaigns on the picture.

A highlight of the morning's activities will be a Kinescope screening of the "Come to the Stable" premiere events as recorded by the Dumont television cameras.

The afternoon session will open with an address by Martin Quigley, followed by a screening of "Everybody Does It," starring Linda Darnell, Paul Douglas and Celeste Holm. Campaign plans for the picture will be presented and discussed immediately after the screening.

Late in the afternoon, Ben Shlyen, head of Associated Publications, will talk to the assembled advertising and publicity chiefs. His talk will be followed by a presentation of special campaign plans for the company's "Father Was a Fullback," starring Fred MacMurray and Maureen O'Hara.

The day's program will be concluded with cocktails and dinner at the Stork Club, after which the men will see a preview of the Cary Grant-Ann Sheridan vehicle, "I Was a Male War Bride."

Nation-Wide Group

(*Continued from page* 1)

mour Morris, Schine Theatres, Gloversville, N. Y.; Harry Freeman, Fox Theatre, Philadelphia; Ken Hoel, Harris Amusement Co., Pittsburgh; Lou Brown, Loew's Poli Circuit, New Haven; Harry Mandel, RKO Theatres; Ernest Emerling, Loew's; Harry Goldberg, Warner Theatres; Edgar Goth, Fabian Theatres; Nick John Matsoukas, Skouras Theatres; Harold Rinzler, Emanuel Frisch and Irwin Gold, Randforce Amusement Co.; Al Florsheimer, Walter Reade Theatres, and Isabelle Austin, Roxy Theatre, New York; Harry Spiegel, Publix-Comerford, Scranton, Pa.

Midwest: Norman E. Kassel, Essaness Theatres, Chicago; Russ Fraser and Dorothy Day, Tri-State Theatres, Des Moines; Alice Gorham, United Detroit Theatres; Bette Smith, Fox Theatre, and Ollie Brooks, Butterfield Circuit, Detroit; Senn Lawler, Fox Midwest Theatres, Kansas City; Miss H. Brunner, Fox Wisconsin Amusement Corp., Milwaukee; Bob Johnston, Fanchon and Marco, St. Louis.

South and Southwest: Tom Read and E. E. Whittaker, George Theatres Co., Atlanta; Emmet Rogers, Tivoli Theatre, Chattanooga; Frank Starz, Interstate Circuit, Dallas; Howard Pettingill, Florida State Theatres, Jacksonville; Emil Bernstecker, Tennessee Theatre, Knoxville; Sonny Shepherd, Wometco Theatres, Miami; Charles Freeman, Cooper Theatres, and Roger E. Rice, Griffith Theatres, Oklahoma City; Dan Wilkinson, Neighborhood Theatres, Inc., Richmond.

West: Bernie Hynes, Denver Theatre, Denver; Seymour Peiser, Fox West Coast Theatres, Los Angeles; Russ Brown, Hamrick-Evergreen Theatres, Portland, Ore.; Helen Garrity, Fox Intermountain Theatres, Salt Lake City; Vic Gauntlett, Hamrick-Evergreen Theatres, Seattle.

Canada: Tom Cleary, Consolidated Theatres, Ltd., Montreal.

Four to Promote 'Baby'

Universal-International's "Yes Sir, That's My Baby," in Technicolor, which will have its world premiere at the Roosevelt Theatre in Chicago, August 10, as the first of a series of mid-Western key-city openings, is being backed by an extensive national promotion campaign and the personal appearances of Donald O'Connor, Gloria DeHaven, Charles Coburn and Joshua Shelley.

Aleman Names Lopez

MEXICO CITY, July 27.—Jesus Castillo Lopez, ex-Governor of Morelos State, is the new chairman of the National Cinematographic Commission. Appointed by President Miguel Aleman, he succeeds Antonio Castrol Leal whom the President named Mexican representative with rank of Ambassador, to UNESCO.

COMING

n its wonderful way–Bringing wonderful news to your boxoffice!

"Come TO THE STABLE"

"Here is a film entertainment that is by any standard one of the brightest lights of the year."
— Film Daily

20th Century-Fox takes pride in adding an illustrious achievement to its list of triumphs!

HOUSE OF STRANGERS • Will James' SAND • IT HAPPENS EVERY SPRING • YELLOW SKY
MR. BELVEDERE GOES TO COLLEGE • A LETTER TO THREE WIVES • THE SNAKE PIT

There's No Business Like 20th Business!
URY-FOX

'48 Industry Sales

(Continued from page 1)

000,000 in 1947 and $180,000,000 in 1946. It was the lowest figure since the $53,000,000 reported in 1941.

Net corporate income before taxes was also down sharply, amounting to $124,000,000 in 1948, again the lowest figure since 1941, when $79,000,000 was reported. In 1946 $322,000,000 was reported. In 1947, it was $223,000,000.

Film corporation dividends were $74,000,000 in 1948, just $1,000,000 less than the record 1947 figure of $75,000,000. The 1948 figure is the second highest on record, well above the $64,000,000 reported for 1946.

The Department said that the U. S. film-going public paid $1,386,000,000 in 1948 to attend film theatres—the third highest total on record. The peak was $1,493,000,000 in 1946. It dropped to $1,417,000,000 in 1947, and then continued to drop in 1948. The figure had been going up steadily through 1946, cracking the $1,000,000,000 mark for the first time in 1943.

These were the key figures in the Commerce Department's annual report on vital statistics for the film industry for the preceding year. All figures cover all branches of the industry—production, distribution, and exhibition—unless specifically stated to the contrary.

One of the key figures in the report was the sharp drop in the amount of income which film corporations did not distribute in one form or another, but retained for expansion and investment. It amounted to only $1,000,000 in 1948, compared with $58,000,000 in 1947 and $122,000,000 in 1946. It was the lowest figure since 1937, when the industry had a net "minus" (or borrowing) of $4,000,000.

These other figures were reported by Commerce:

Wages: The industry paid total wages and salaries of $664,000,000 in 1948, compared with $694,000,000 in 1947 and $679,000,000 in 1946. The industry had the equivalent of 224,000 full-time employes, compared with 228,000 in 1946 and 229,000 in 1947, and actually had 248,000 full-time and part-time employes, compared with 253,000 in both 1946 and 1947. Average annual earnings per full-time employe was $2,964, compared with $3,031 in 1947 and $2,978 in 1946.

Supplements: In addition to wages, the industry paid $18,000,000 in other types of compensation to employes, such as social security, pensions, injury payments, etc. This compares with $21,000,000 in 1946 and $20,000,000 in 1947.

Argentina and Italy Reach Film Accord

The Argentine Film Commission has reached an agreement with the Italian Film Producers Commission whereby Italy will release 10 Argentine productions and the South American country will lift its 1948 embargo on Italian film importations, it is reported here.

Open New House Aug. 3

HARTFORD, July 27.—A 1,000-seat theatre being completed at nearby Meriden, Conn., by the Kounaris-Tolis-Ulysses theatre interest will open on Aug. 3, according to Paul S. Purdy, general manager of the K-T-U interests.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Festival Meet

(Continued from page 1)

advanced personally and not in his TOA capacity, as "flexible" and wide-open for further suggestions, Sullivan pointed yesterday to the mounting pile of mail he has been receiving since the suggestion was promulgated as evidence of the industry's interest in its own welfare. The letters received by Sullivan are unanimous in their praise of the proposal, he said.

The proposal's provision for the abandonment of normal clearances for the duration of the festival period is the only way to make it possible for the "little exhibitor" to participate in a festival program designed to benefit the industry as a whole, Sullivan contends.

Lessing Feels There Is A Dearth of Good Product

Contending that Hollywood's researchers are "too busy digging around in the muck" for story material and ignoring the "fertile fields" of literature provided by such classic writers as Schiller, Heine, Balzac, Ibsen, DeMaupassant, Goethe and others, Gunther R. Lessing, Walt Disney Productions vice-president and general counsel, blames the double feature policy for the industry's ills.

In a letter replying to Theatre Owners of America executive director Gael Sullivan on the latter's Film Festival proposal, Lessing said: "The public won't go for the kind of product that is being ground out. It is easy to say 'good pictures'," said Lessing. "How are you going to get good pictures without good stories? The world's literature is always available; but our high domes are making synopses of current best sellers and similar trash for the boss."

Arnall Likes It

In a telephone conversation with Theatre Owners of America executive director Gael Sullivan yesterday, Society of Independent Motion Picture Producers president Ellis Arnall complimented him on his "industry, vision and initiative" in proposing the fall Film Festival.

Arnall told Sullivan he was "heartily in accord with the idea and hoped the details may be drawn up soon." He said he would submit the plan to the SIMPP board with the request that it be approved.

$7½ Million Invested In Films by Mexico

MEXICO CITY, July 27.—The Government here has a $7,500,000 investment in Mexican pictures, it was disclosed with the putting into practice of the eight-point program of reorganization of the industry for bigger profits from more economic operation, ordered by President Miguel Aleman.

The investment is in production, studios and the trade's own bank, which was recently nationalized, the Banco Nacional Cinematografico, S.A.

Show for Boys Club

Maggi McNellis will be mistress-of-ceremonies at a fashion show to be held by the Variety Clubs of America at the Shamrock Hotel, Houston, September 11-12. Miss McNellis will greet a galaxy of Hollywood stars who will appear. All proceeds will go to the organization's Boys Club. The City of Houston will sponsor the affair.

Anglo-US Council

(Continued from page 1)

tigating the need for tighter anti-trust laws that the main proposals of the Film Council program will never become effective.

"In the interval since the first meeting in April in Washington, both sides of the Council have come to the conclusion that two of the projects that were provisionally discussed would in existing circumstances prove to be impracticable," the MPAA said. "These projects were for a minimum number of American "A" pictures to be shown in the three major British circuits and for a minimum revenue to be assured for the distribution of British films in the U. S. There are, however, other subjects on which members propose to exchange views at a second meeting to be held in London at a mutually convenient time."

There have been frequent reports that the Council is dead and that a second meeting will never be held. A meeting slated for New York in June was postponed at the request of the British members, and now the London meeting is postponed. MPAA officials would not say who had suggested the postponement of the London meeting, nor if a decision has been made to expand the size of the Council.

Drive-In Prices

(Continued from page 1)

of Internal Revenue R. J. Bopp, in reply to an inquiry made by Theatre Owners of America executive director Gael Sullivan, and released yesterday by the latter.

"The tax is based on the established price of admission for the group," Bopp wrote. "Where a drive-in theatre does not have an established price for a single admission on a certain night of each week and it charges one dollar, including tax, for each car admitted regardless of the number of occupants," he added, "the established price . . . 83 cents, and . . . tax due thereon is 17 cents. The group in each car may be admitted on one ticket."

Film Finance Group

(Continued from page 1)

who came in from Portland, Ore., late yesterday. The others due are: Sam Pinanski, Boston; Edwin Silverman, Chicago; J. Myer Schine, Gloversville, N. Y.; M. A. Lightman, Memphis; Harry C. Arthur, St. Louis; and Sherrill Corwin, San Francisco. S. H. Fabian, Frank C. Walker and Fred Schwartz, all of New York, are the other committee members who will attend the meeting.

Smith Joins Newsreel

Roy D. Smith has joined All American News in Chicago as assignment editor. He was formerly with the Telenews-INS newsreels, New York's WCBS-TV, and several New York City newspapers. All American News, independent newsreel organization, produces the first major nationwide weekly television sports newsreel, "Top Views in Sports."

Video Firm Expands

Video Producers and Distributors, Inc., New York, shippers of television films, which handles the entire shipping for NBC, ABC, 20th Century-Fox, and others, has opened offices in Chicago and Hollywood. John A. Fitzpatrick is president.

HENRY KOSTER

Director of

"COME TO THE STABLE"

20th CENTURY-FOX

"FIRST CLASS MOTION PICTURE WITH

IRRESISTIBLE APPEAL"

-M. P. Herald

"Come TO THE STABLE"

Comes

to the Rivoli, N.Y-World Premiere Engagement Now!

Coming

to You for Labor Day!...... Book it Today!

20th Century-Fox takes pride in adding an illustrious achievement to its list of triumphs!

HOUSE OF STRANGERS • Will James' SAND • IT HAPPENS EVERY SPRING • YELLOW SKY
MR. BELVEDERE GOES TO COLLEGE • A LETTER TO THREE WIVES • THE SNAKE PIT

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 20 NEW YORK, U. S. A., FRIDAY, JULY 29, 1949 TEN CENTS

AFM-Industry Contract Talks Here Aug. 22

Petrillo, Company Heads To Meet; Video an Issue

HOLLYWOOD, July 28.—Industry negotiations for a new contract with James C. Petrillo's American Federation of Musicians have been set for Aug. 22 at the Waldorf-Astoria Hotel, New York, by presidents of major companies and Petrillo.

The AFM has not disclosed its demands as yet but indications are that Petrillo's ban of film recorded music on television will figure in the discussions, with efforts being made by the company presidents to have the restriction relaxed. The subject may figure as a bargaining point in connection with any new demands which might be introduced by AFM.

Des Moines to Cite A. H. Blank Sunday

DES MOINES, July 28.—A. H. Blank, president of Tri-States Theatre Corp. and Central States Theatre Corp., who celebrated his 70th birthday yesterday, will be honored at a testimonial banquet Sunday night at the Standard Club.

Originally the testimonial was planned to be a nation-wide affair, with industry figures from both Coasts in attendance, but Blank vetoed the idea. Instead, he said, his employees should be honored and forthwith took most of them to Breezy Point, Minn., for a week's vacation.

Joseph Rosenfield will be toastmas-

(*Continued on page 2*)

Extend Ascap Video Truce 30 More Days

Board of directors of the American Society of Composers, Authors and Publishers has extended its operating arrangement with telecasters on the free use of its music for another 30 days, this time to Sept. 1. By then, it is hoped, the two sides will reach agreement on a final contract for music on television, retroactive to Jan. 1. Negotiations were begun about six months ago.

Decree Talks In 10 Days

Department of Justice attorneys will begin huddles in Washington within 10 days on the decree to be entered in the Paramount suit against the remaining six defendants.

It is understood the order will concern itself only with divorcement and trade practices, excluding, for the time being, considerations of divestiture. The government and the companies have been directed to submit their decree proposals to New York Federal Court by Sept. 20. Phillip Marcus, of Washington, and Harold Lasser, of New York, have been assigned to the case by the Justice Department.

Levy Wary of Para. Suit's Real Effect

Considerable doubt that the industry anti-trust suit has achieved its primary objective of benefitting the independent exhibitor was expressed here yesterday by Herman M. Levy, general counsel for Theatre Owners of America.

Levy's chief complaint, he said, is that despite assurances to the contrary by the New York Federal Court, that portion of the court's opinion which deals with theatre-by-theatre film licensing still could be taken to mean compulsory competitive bidding. And the consequence of compulsory bids, he argues, inevitably is higher rentals.

Levy reported he will ask the TOA board of directors to approve his appearance at the next court hearing in the case, when he would seek specific language in the final decree to be entered which would leave no doubt that there is no compulsion on the distributor to license by bidding. He lauded the latest developments in the Paramount suit for "opening the door to competition in the industry."

Decision Was Allied Victory, Says Myers

WASHINGTON, July 28.—Allied States' general counsel Abram F. Myers today called Federal Judge Hand's Paramount case decision "victory—total and complete" for Allied.

"Every legal argument which Allied has advanced in favor of divorcement now has judicial sanction," Myers said. "Every benefit Allied claimed would result from divorcement is in the process of fulfillment.

(*Continued on page 2*)

M. P. Daily Cited By 20th's Einfeld

Motion Picture Daily's **coverage yesterday of the Wednesday evening world premiere at the Rivoli Theatre here of 20th Century-Fox's "Come to the Stable" came in for special citation by company advertising - publicity vice-president Charles Einfeld at yesterday's opening business session of 20th-Fox's three-day industry-wide merchandising meeting.**

Trade Publishers to Attend 'P. R.' Meet

Trade paper publishers met with members of the Motion Picture Association of America's exhibitor-community relations committee at the MPAA offices here yesterday for a discussion of action to be taken at the joint exploratory public relations meeting to be held Aug. 30-31 in Chicago.

Ned E. Depinet, chairman of the MPAA committee, announced that publishers of 12 trade publications have been invited to attend the Chicago sessions and to forward, individually, their suggestions on subjects to be discussed there.

Yesterday's meeting, called on short notice, was attended by William F. Rodgers, Maurice Bergman and Francis Harmon for MPAA; and the following publishers: Jack Alicate, Jay

(*Continued on page 2*)

SIMPP Board Okays Bid to 'P.R.' Meet

HOLLYWOOD, July 28.—Board of the Society of Independent Motion Picture Producers voted unanimously to accept the Motion Picture Association of America invitation to attend the all-industry public relations meeting in Chicago on Aug. 30, chairman Gunther R. Lessing announced today. Lessing and SIMPP president Ellis Arnall will represent the organization at Chicago.

Truman to Nominate Clark to High Court

WASHINGTON; July 28.—President Truman said today he will nominate Attorney General Tom Clark to fill the Supreme Court vacancy caused by the death of the late Justice Frank Murphy.

If Clark is confirmed, as is expected, he probably would disqualify himself from any consideration of the Paramount or Griffith cases if they should again reach the high court.

Lichtman Sees 'Blessing' In Divorcement

Smith, Einfeld, Quigley, Shlyen Address Showmen

Speculating that theatre divorcement might well turn out to be a "blessing in disguise," 20th Century-Fox vice president Al Lichtman said here yesterday that he believes the majors' loss of their theatres will be good for business in that they will be forced to "keep on their toes from a showmanship point of view."

Speaking extemporaneously before the opening session of the initial business meeting of the company's three-day industry-wide merchandising parley, Lichtman told the scores of theatre and circuit advertising

(*Continued on page 4*)

S. Africa Withholds $4 Million Earnings

As the import and remittances restrictions in South Africa continue into a second year, it is estimated that the U. S. motion picture industry had between $3,000,000 and $4,000,000 blocked in that country from July 1, 1948, to July 1, 1949, with a similar amount expected to be accumulated and held there between now and this time next year.

The regulation adopted by the

(*Continued on page 2*)

Gamble Calls Meet On Festival Aug. 1

Ted R. Gamble, president of Gamble Enterprises and board chairman of Theatre Owners of America, has invited about 30 production, distribution and exhibition executives to join him at a Hotel Astor luncheon on Monday for a "sounding out" on Gael Sullivan's proposal for a national film festival.

Sullivan, TOA executive director, who advanced the idea for the festival recently, reports that the plan has been well received but as yet he has had no firm distributor committments.

Personal Mention

LEN DALY, special representative of United Artists' foreign department, will leave here Monday by plane for Santiago, Chile, to start a promotional tour of Latin American capitals.

•

Fred H. Lahrmer, former manager of the Orpheum Theatre, Pittsburgh, Pa., is the new manager of Shea's Lyric Theatre, Lancaster, Pa., succeeding Harold Snyder, who has been transferred to New Philadelphia, Ohio.

•

Irving Maas, vice-president and general manager of the Motion Picture Export Association, held a farewell party here last night in honor of Joe C. Goltz, who has resigned from MPEA to join Eagle-Lion.

•

Alfred F. Corwin, head of Motion Picture Association of America's New York information department, was in Washington yesterday from New York.

•

F. J. A. McCarthy, Universal-International Southern and Canadian sales manager, will leave here Monday for Memphis.

•

C. J. Feldman, Universal-International Western sales manager, will return here Monday from a Canadian vacation.

•

Abe Swerdlow, San Francisco branch manager for Universal, will return there Monday from a vacation in Los Angeles.

•

William Graham, former manager of the President Theatre, Detroit, has joined Midwest Circuit as relief manager.

Reagan to Tour

Charles M. Reagan, who recently joined the M-G-M sales executive staff, shortly will make a tour of the company's 32 exchanges, it was learned yesterday. Purpose of the tour is to acquaint himself with the personnel as well as the company's method of field operation.

Set Charities Drive Goal

Hollywood, July 28.—Permanent Charities Committee of the Motion Picture Industry today set $1,350,000 as the goal for its fifth annual united appeal. Ten major organizations representing 230 charity agencies will share in the benefits.

Danson Resigns E-L Post

Hal Danson, Eagle-Lion advertising manager since the company's inception, has resigned, effective today, it was announced yesterday by Leon Brandt, national advertising-publicity director.

Metropolitan's Photos

Pictorial coverage of the premiere of 'Come to the Stable" in Motion Picture Daily yesterday was by Metropolitan Photo. Service.

Argue PCA Seal for Goelet's 'Rapture'

"Rapture," which was produced in Italy by Robert Goelet, is the subject of Coast conferences between Goelet's representatives and the Production Code Administration regarding its qualifications for a Production Code seal, according to sources here.

Joseph I. Breen, Code administrator, is said to be withholding a seal for the picture because of a few questionable sequences. According to persons who have seen the film, one scene presents a long-range view of a nude swimmer. Edward Raftery is now on the Coast from New York and, in behalf of Goelet, probably will take up the matter with Breen.

It is believed that Goelet, an independent, has yet to arrange for distribution of the film. It has been offered to United Artists for release, but UA has yet to answer in the affirmative.

Paramount 'Collarite' Talks Go to Mediator

U. S. Mediation and Conciliation commissioner L. A. Stone will meet here Wednesday with officials of Paramount and IATSE Motion Picture Home Office Employes Local No. H-63 in an effort to break the deadlock in contract negotiations covering the white collar employes of Paramount-International and Paramount News, Russell Moss, executive vice-president of the local, said yesterday.

The local is seeking a 10 per cent wage increase, a 37½-hour-week, and union shop provisions.

IATSE Board Plans Video Organization

Denver, July 28.—Organization of the television industry was discussed today by the executive board of IATSE, meeting here, and it was decided to continue along lines set up in New York.

The board also discussed the effect of the Marshall Plan on Hollywood production. Yesterday members spent the day in the mountains and were dinner guests of Frank Ricketson, president of Fox Intermountain Theatres.

UA's Foreign Dept. Hosts Gould Today

United Artists' foreign department will be host today to Walter Gould, the company's former foreign manager, at a luncheon at Club 21.

Gould resigned from the company July 17 to enter business for himself. He has opened a New York office and will act as sales representative for various European producers and distributors.

Postpone FCC Hearings

Washington, July 28.—The Federal Communications Commission today postponed from Aug. 29 to Sept. 26 hearings on its plans to allocate 42 new television channels in the ultra-high frequencies. Deadline for comments has been set back from Aug. 8 to Aug. 26 and deadline for criticism from Aug. 19 to Sept. 12.

Myers on Decision

(*Continued from page 1*)

More pictures are being produced, first run monopolies are crumbling, unreasonable clearances are being shortened and the film salesmen are beginning to appreciate their customers. That the pictures produced for a free market will improve in quality, we have no doubt."

Myers indicated that he did not believe Loew's, Warners and 20th Century-Fox would appeal the decision and warned the Justice Department that it must not now soften its attitude. Declaring that it "would be a calamity if at this late date the government should succeed in snatching defeat from the jaws of victory," Myers suggested that Robert L. Wright be called temporarily to the Department to polish off the case.

S. Africa Withholds

(*Continued from page 1*)

South African legislature called for a 50 per cent cut in imports based on 1947 figures, and the U. S. film industry emerges as virtually the only foreign industry which must suffer half of its earnings in South Africa to be blocked. Where other industries deal for the most part in commodities whose volume of export to South Africa can be cut in half in compliance with the 50 per cent restriction, the products of the American film industry produce "royalties," hence, the South African Government withholds half of the American distributors' earnings.

Des Moines to Cite

(*Continued from page 1*)

ter, with speakers to include Gov. William S. Beardsley, Herbert L. Horton, Ralph Jester, Rabbi Eugene Mannheimer and William McCraw, executive director of Variety Clubs.

A bronze plaque, to be presented to Blank and his wife at the banquet, will be placed in the lobby of the Raymond Blank Hospital, given to the city by Blank in memory of his son.

Trade Publishers

(*Continued from page 1*)

Emanuel, Abel Green, Charles E. Lewis, Martin Quigley, Sr., Ben Shlyen, Morton Sunshine and Mo Wax. Others to be invited to the Chicago conference are Pete Harrison, T. E. Mortensen, Arthur Ungar and William R. Wilkerson.

Norbert Lusk, 66, Dies

Norbert Lusk, 66, veteran screen publicist, writer and critic, died of a heart attack at his home in Forest Hills Saturday. Lusk entered the industry as a scenario writer in 1912, served as a publicist for many companies and later became film editor for several publications.

Mrs. Minnie Martens

Mrs. Minnie Martens, mother of Mrs. Wilma Totten of *Motion Picture Herald's* "Round Table," died yesterday. Funeral will be Saturday at 11:00 A.M. from Flynn's Funeral Parlor, Yonkers, followed by burial at Mt. Hope cemetery.

Reelect All Officers

San Francisco, July 28.—Board of the California Theatres Association today re-elected all officers. They are: Roy Cooper, president; Ben Levin and Jerry Zigmond, vice-presidents; Harry Franklin, treasurer; and L. S. Hamm, secretary and counsel. Hulda McGinn, public relations director, and Charles M. Thall, executive director, were reappointed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD in "The GREAT Gatsby"
In Person PEGGY LEE
DAVE BARBOUR And His Quintet
JIMMY DORSEY And His Orch.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

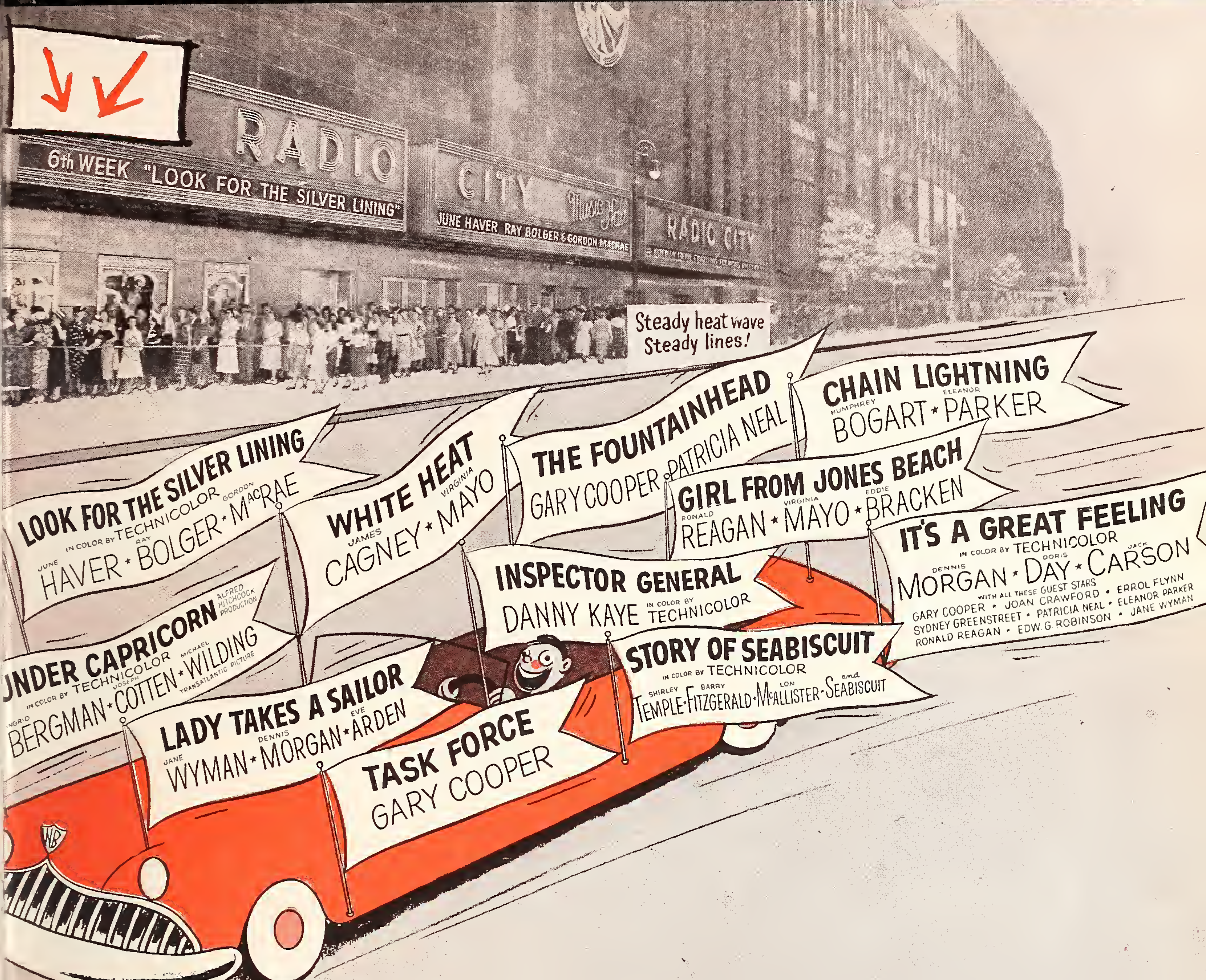
The LOUIS de ROCHEMONT production of
"LOST BOUNDARIES"
BEATRICE PEARSON
MEL FERRER
Air Conditioned ASTOR Broadway & 45th St.

DAN DAILEY - ANNE BAXTER
"YOU'RE MY EVERYTHING"
A 20th Century-Fox Picture - Technicolor
On Variety Stage - Bob Crosby - Sid Stone
On Ice Stage - Carol Lynne - Arnold Shoda
ROXY 7th Ave. & 50th St.

IDA LUPINO PRESENTS
"NOT WANTED"
•
BRANDT'S COOL
GLOBE, B'way at 46th St.

Loretta YOUNG
Celeste HOLM in
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


RADIO CITY Music Hall
6th WEEK "LOOK FOR THE SILVER LINING"
JUNE HAVER RAY BOLGER & GORDON MACRAE
Steady heat wave Steady lines!
LOOK FOR THE SILVER LINING IN COLOR BY TECHNICOLOR JUNE HAVER ★ RAY BOLGER ★ GORDON MacRAE
WHITE HEAT JAMES CAGNEY ★ VIRGINIA MAYO
THE FOUNTAINHEAD GARY COOPER ★ PATRICIA NEAL
CHAIN LIGHTNING HUMPHREY BOGART ★ ELEANOR PARKER
GIRL FROM JONES BEACH RONALD REAGAN ★ VIRGINIA MAYO ★ EDDIE BRACKEN
IT'S A GREAT FEELING IN COLOR BY TECHNICOLOR DENNIS MORGAN ★ DORIS DAY ★ JACK CARSON WITH ALL THESE GUEST STARS GARY COOPER • JOAN CRAWFORD • ERROL FLYNN SYDNEY GREENSTREET • PATRICIA NEAL • ELEANOR PARKER RONALD REAGAN • EDW. G. ROBINSON • JANE WYMAN
UNDER CAPRICORN IN COLOR BY TECHNICOLOR INGRID BERGMAN ★ JOSEPH COTTEN ★ MICHAEL WILDING ALFRED HITCHCOCK PRODUCTION TRANSATLANTIC PICTURE
INSPECTOR GENERAL DANNY KAYE IN COLOR BY TECHNICOLOR
STORY OF SEABISCUIT IN COLOR BY TECHNICOLOR SHIRLEY TEMPLE ★ BARRY FITZGERALD ★ LON McALLISTER ★ and SEABISCUIT
LADY TAKES A SAILOR JANE WYMAN ★ DENNIS MORGAN ★ EVE ARDEN
TASK FORCE GARY COOPER
WB

Mr. Warner Exhibitor is geared to GO as never before!

20th Meeting

(*Continued from page 1*)

executives, exhibitors and company executives present that with divorcement "we are back to where we started in merchandising," and now greater efforts must be made to sell pictures.

Other speakers who discussed merchandising and showmanship were 20th-Fox advertising-publicity vice-president Charles Einfeld, who initiated the parley; distribution vice-president Andy W. Smith, Jr.; Martin Quigley, and Ben Shlyen. Einfeld and a number of his advertising-publicity lieutenants analyzed Wednesday evening's premiere at the Rivoli here of "Come to the Stable," and outlined the various means the company has adopted to promote the picture from here on.

Smith devoted the major part of his speech to recommendations for improving "the industry's standing in the public eye." He described as "unbelievable and self-destructive" any subscription by exhibitors to the charge that the vast majority of pictures are bad.

"I would be the last one to deny that there are poor pictures," Smith said. "Ours is an extremely hazardous business depending as it must on changing public tastes and the inevitable uncertainties that surround any creative undertaking, particularly in the field of entertainment." He then attacked exaggerated reports of the number of poor pictures.

Urges Conciliation

Smith urged his listeners to increase their efforts to improve the industry's public relations on a grass roots level.

Citing the ill effects of countless law suits, he urged recourse to conciliation and pointed out that the plan he initiated is available.

"I am sure that you will agree that this conciliation plan is the sound businesslike approach, which will not only eliminate costly lawsuits, but remove the necessity of washing our dirty legal linen in the courts and, therefore, before the public," Smith declared.

Quigley, who was cited by Einfeld in his introduction for his achievements as a trade publisher and for his "community service, charitable activities and fine citizenship," addressed the gathering on the subject of "Showmanship." He built his talk around the oft-expressed industry maxim which he authored: "The picture good enough to sell itself has not yet been made."

Exhibitors' Vision Praised by Skouras

"In my lifetime, I have seen your showmanship build a tremendous medium of mass communications from humble beginnings," 20th-Fox president Spyros P. Skouras, in a cable from Barcelona, Spain, told the guests at the opening business session of the company's merchandising parley here. "I have seen the local theatre converted into community centers through the far-sighted statesmanship of leaders of exhibition."

Quigley said that "During the past decade the motion picture industry in the United States has, in a certain measure, abdicated the position it long held as the chief exponent of the art and craft of showmanship. Its former position has more or less been assumed by a long and motley line of pretenders, whose businesses range through many fields, including groceries, women's wear and filling stations.

"Imaginative and aggressive showmanship, at one time a uniquely characteristic attribute of the motion picture business, is now widely and competently practiced—in politics, commerce, education and even in some of the professions," Quigley declared.

Public's 'Best Buy'

"Meanwhile, the motion picture in itself continues as the best bargain the public buys. It is in reality a necessity of life, because it satisfies in the most accessible and most acceptable manner that instinct of humanity which yearns for vicarious romance, adventure and experience. Yet it has been losing, not increasing, its audience.

"There has been a loss of confidence within the industry itself in the incomparable medium with which it is concerned. And more significant even than any such temperamental and temporary phenomenon is the fact that this loss of confidence has been betrayed to the public.

"The undeniable loss of confidence has been ghoulishly dwelt upon by the press and the radio. Columnists, suddenly becoming economists and statisticians, directed their new-found skills to mournful discussions of the decline and fall of the motion picture business," Quigley continued.

"The motion picture business, once renowned for its aggressive and confident spirit, became strangely pacific and indifferent. It just went along timidly with a look of hurt feeling in its eyes. Instead of striking back boldly, it merely became increasingly unsure of itself," he said.

"At a time when conditions demanded an increase in selling effort there has been marked lessening in the effort," Quigley said. "In 1948 the nation's business as a whole made the strongest selling effort in its history, as witnessed by the fact that an all-time high of $389,261,000 was spent for newspaper space by national advertisers.

Hits Advertising Cuts

"In this rugged climate of record-making competition, the motion picture industry as a whole cut and curtailed its advertising and publicity effort. It is a commentary that speaks for itself to point out that in the largest organizations in the field, where a policy of leadership is to be expected, the cuts have been deepest. The best efforts have been among the smaller units.

"It is imperative that we constantly remind ourselves, and others, of the vital importance of that order of pursuits and purposes which comes under the heading of showmanship.

"Let us not assume that there is any longer a general understanding and appreciation of showmanship in this business. If there were we would not have been meeting the challenge of the post-war period with public discussions of industry economics and other matters which tend not to enhance but to destroy the public's interest in the medium."

Job Still to Be Done

Quigley concluded with this summation: "This job is still to be done. If it is to be done it must be done by showmanship—by a brand of high-spirited and aggressive showmanship which can serve the dual purpose of reviving the public's interest and, at the same time, restoring the industry's confidence in itself and in the incomparable medium of which it is the custodian."

Lichtman, who presented a statistical review of the industry's present economic position, company by company, said the solution to improved conditions lies with an equitable division of profits between distribution and production on the one hand and exhibition on the other, and also in harder work by exhibition together with full cooperation and sympathy between both branches of the industry.

He assailed double bills. "I believe," he said, "that the double bill is one of the worst evils in our business, for the simple reason that it encourages the making of a lot of bad pictures, which must drive a great many people out of the theatres of this country, many of them permanently, because they cannot stand for the repetitious trash that is thrown upon the screen merely in the interests of quantity and never in the interests of quality." He maintained that the "Class A" pictures being produced today are "as good as they ever were in any given period."

"This meeting is a good time to just mention a few things that we might all be doing to improve conditions," Lichtman said. "First—Let us look for the best and not the worst in all pictures. Second—find the best and exercise real showmanship by selling it with all our might to the public. Third—run every good picture as long as possible for the mutual advantage of the exhibitor and the producer. Fourth—operate your business on the highest standard of business ethics. Give everybody a fair shake. Give the distributor a fair shake, and the distributor in turn gives the exhibitor a fair deal.

"The theatre and the exhibitor's effort must act as a guarantee for the continued making of big, expensive pictures," Lichtman said.

Wants Promotional 'Fanfare'

Einfeld told the gathering in the company's home office "Little Theatre" that he believes the industry turns out some 12 to 14 pictures yearly which deserve premiere promotional efforts approximating or equalling those accorded "Come to the Stable" on Wednesday evening here. He strongly urged a return to promotional "fan-fare" as a means of increasing the public's interest in motion pictures.

Shlyen urged that the industry "sell the institution of motion pictures as well as the individual picture."

He defined motion pictures as "the biggest entertainment buy," and cited the low cost of film entertainment as compared with admission prices to legitimate shows, sports events, etc., to support this definition.

Final sessions of the industry-wide meeting will be held at the home office today, as the 36 advertising-publicity directors of many of the nation's major independent and affiliated circuits and theatres wind up a three-day stay in New York. Among the speakers today will be Jay Emanuel, and the afternoon session will feature an open forum on industry public relations and merchandising problems. The out-of-town visitors will wind up their New York stay by attending a performance of the Broadway musical, "Miss Liberty," this evening.

Today's program will begin with a discussion of promotional plans for "Prince of Foxes," which will be followed by an address by Ted Gamble, chairman of the board of Theatre Owners of America.

Showman Inspires, Zanuck Cables Meet

In a cable from France where he is engaged in production supervision, 20th-Fox production vice-president Darryl F. Zanuck greeted the participants in yesterday's merchandising sessions, as follows:

"We who make the pictures know that we can rise to no greater heights than you who sell the pictures to the public can attain for us. As the arbiters of public taste you are the indispensable ally of every producer who aspires to broaden the horizon of the screen."

RKO RADIO PICTURES, INC.
TRADE SHOWINGS
OF
"MAKE MINE LAUGHS"

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.

SAN FRANCISCO
RKO Screening Room
251 Hyde Street

SEATTLE
Jewel Box Screening Room
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PORTLAND
Star Screening Room
925 N.W. 19th Ave.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 21 NEW YORK, U. S. A., MONDAY, AUGUST 1, 1949 TEN CENTS

Study Decrees As Keys to Divestiture

Para., RKO Consents May Serve As Patterns

The Paramount and RKO consented decrees have come up for reexamination in legal offices here as possible keys to the shape and extent of the three new theatre companies which would be formed if the divorcement decision against Loew's, Warners and 20th Century-Fox is accepted as the basis for consent decrees or, if appealed, is upheld by the U. S. Supreme Court.

Legal opinion holds that one or more consent decrees are likely.

The court has directed the three companies to get together with the government, if possible, to determine how many of their theatres are fruits of illegal operations and must be divested, in addition to divorcement.

The Paramount and RKO settlements are being explored anew as clues to the government's attitude toward the divestiture considerations and the immediate conclusion is that the plaintiff apparently has not been

(*Continued on page 3*)

Walsh Intervention Defers Lab Strike

The strike of the Motion Picture Laboratory Union, Local 702, which was to have gone into effect at 12:01 this morning, was postponed indefinitely Friday through the intervention of Richard F. Walsh, international president of IATSE.

Walsh intervened after being ap-

(*Continued on page 3*)

Theatre Units Urge Playing 'Vet' Short

Theatre Owners of America and Allied States have urged members to play the Disabled American Veterans short, "How Much Do You Owe?" made and distributed by the industry for its public service program.

In a letter to all Allied units, president William L. Ainsworth declared: "It is a reel that any exhixitor should be proud to place upon his screen. It has all the entertainment value of the best short subject to date. . . . The reel is gratis. All we ask you to do is to play this reel on your best time. Let's all cooperate in this worthy cause for the Disabled American Veterans."

June Tax Take Up Over May

WASHINGTON, July 31.—General admission tax collections in June, reflecting May box-office business, were well below June of 1948 but slightly above May, 1949, according to figures released today by the Internal Revenue Bureau. June, 1949, collections totaled $30,459,373, compared with $31,639,479 for June, 1948 and $30,440,911 for May, 1949.

The June collections dropped the total collections for the first six months of this year slightly below the comparable 1948 figure—$174,595,000 as against $175,653,000. This reflects business from December of the previous year through May. In three months—February, March and May, reflecting business in January, February and April—1949 collections have exceeded 1948.

The general admissions figures include legitimate theatres, sports events, concerts and other events as

(*Continued on page 3*)

Video Decision By MPAA Due Tuesday

Final decision on what the film companies intend to do about theatre television probably will be reached at a meeting of the television committee of the Motion Picture Association here tomorrow, according to Jack Cohn, executive vice-president of Col-

(*Continued on page 3*)

'Brave' Is Approved By Memphis Censor

"Home of the Brave," first full-scale production on the Negro in American life, has been passed for exhibition by Lloyd Binford, Memphis censor, it is announced by Gradwell L. Sears, president of United Artists, distributor. The Stanley Kramer production will open at the Malco, Memphis first run, on Aug. 11.

Now pending is an industry test case on censorship against Binford who refused to pass Hal Roach's "Curley" which shows a Negro child at play with white youngsters.

Another Threat to Hollywood Product

WASHINGTON, July 31.—A bill to increase the screen time allotted to British films in Singapore has been proposed by the government there and is drawing protests from local exhibitors, according to the U. S. Commerce Department.

The bill, introduced in the Legislative Council, is designed to increase from seven to 10 days, out of a quota period of 70 days, the time which must be allotted to British films. There is a saving clause which allows the government to relax the quota for any theatre which cannot reasonably fill the quota. An estimated 15 days a year would be lost by U. S. films.

SIMPP Seen Aiding US In Divestiture Probe

Society of Independent Motion Picture Producers, which has announced a policy of endeavoring to break all local theatre concentrations which it regards as monopolies, is expected to work with the Department of Justice in determining which houses should be divested by Loew's, 20th Century-Fox and Warners under the general order of the New York Federal Court.

SIMPP probably will provide the government with information which it, the society, picked up in its investigation of theatre situations long before the court decision, it is learned reliably.

SIMPP president Ellis Arnall said last week he is delighted with the opinion which means "divorcement, plus divestiture, plus pulverization." He said that "pulverization" was intended to mean breaking the circuits

(*Continued on page 3*)

Rodgers Declines Festival Plan Bid

William F. Rodgers, M-G-M vice-president in charge of sales, has written to Gael Sullivan, executive director of Theatre Owners of America, declining the latter's invitation to serve on the Film Festival committee, which Sullivan proposed recently, it is reported. Rodgers pleaded a lack of time, but did not name a substitute.

A meeting to discuss the proposed Festival called by Ted R. Gamble, TOA board chairman, will be held today at the Hotel Astor here.

US Pictures Lead Abroad, Skouras Avers

20th to Build 4 Houses In Israel, He Cables

Spyros P. Skouras

The American film is the predominant and most popular entertainment on the screens of Great Britain, France, Italy, Egypt and Spain, all of which countries are making their own pictures, Spyros P. Skouras, president of 20th-Century-Fox, reported on Friday in a cable from abroad to the industry-wide merchanising meeting at the home office. Skouras is on an extended European and Near Eastern tour.

Skouras offered this information in contrast to "circulating

(*Continued on page 3*)

Fears Divorcement May Harm Quality

Fear that theatre divorcement might endanger the quality of product from the majors and ultimately create in exhibition "disastrous, cut-throat competition," was expressed on Friday by Theatre Owners of America board chairman Ted R. Gamble in an address before the final session of the three-day industry-wide seminar conducted by 20th Century-Fox at the home office.

Every city and town of any consequence, Gamble said, will face the

(*Continued on page 3*)

Jonas Arnold Named E-L Ad Manager

Jonas Arnold has been named Eagle-Lion advertising manager, succeeding Hal Danson, resigned, it is announced by Leon Brandt, advertising-publicity director.

Arnold, who has been assistant advertising manager and press book editor of Eagle-Lion since 1947, was managing editor of Showmen's Trade Review, and Paramount press book editor.

Coming Events

Today—Luncheon meeting on Film Festival plan, Hotel Astor, New York.

Aug. 2—National Exhibitor Film Co. executive committee meeting, Waldorf-Astoria Hotel, New York.

Aug. 17 - 18 — Allied Independent Theatre Owners of Iowa and Nebraska midsummer meeting, Lake Okoboji, Iowa.

Aug. 30-31—All-industry public relations meeting, Drake Hotel, Chicago.

Sept. 12-14—Allied Theatre Owners of New Jersey 30th annual convention, Hotel Ritz Carlton, Atlantic City.

Sept. 12-15 — Theatre Owners of America annual convention Ambassador Hotel, Los Angeles.

Sept. 19-20—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, Hotel Jefferson, St. Louis.

Sept. 20-21—Kansas-Missouri Theatre Association annual convention, Muehlebach Hotel, Kansas City.

Sept. 21-22 — Independent Theatre Owners of Ohio annual convention, Deshler-Wallick Hotel, Columbus.

M-G-M's 'Best' Has Played 5,921 Houses

M-G-M's 25th anniversary four-reel subject, "Some of the Best" has either played or been contracted for by 5,921 theatres in the United States, according to a survey made by the company. The company's branches report that all of the 350 prints are in constant use.

Quiz Night Tryout

Boston, July 31. — "Quiz Night," termed by its originators as an audience builder for film theatres and modeled after a typical radio quiz program, will be tried out by the Rialto Theatre, Roslindale, Mass., on Aug. 12.

Golf Meet Aug. 23

New Haven, July 31.—The annual golf tournament of Motion Picture Theatre Owners of Connecticut will be held at Racebrook Country Club, Orange, Conn., on Aug. 23. George H. Wilkinson, Jr., and Albert M. Pickus are co-chairmen.

Durant to Transfilm

Lloyd W. Durant, former director and assistant production manager of RKO Pathe, has joined the staff of Transfilm, Inc., producers of television films.

Consolidated Dividend

Ottawa, July 31. — Consolidated Theatres, Ltd., has declared a dividend of 13 cents on class A stock payable Sept. 1 to holders of record on Aug. 1.

Personal Mention

Y. FRANK FREEMAN, Paramount studio vice-president, is here from the Coast for sales conferences at the home office.

•

Seymour Mayer, assistant to Morton A. Spring, Loew's International vice-president, has been married to Miss Mary Magee, the sister of Mrs. Walter Winchell.

•

Jacques Kopfstein, Astor Pictures executive vice-president, is in Chicago from New York, attending the annual NAVED convention.

•

Harry Blair, RKO trade press contact, planed out over the weekend for Hollywood, where he will vacation.

•

Herb Copelan, head of Warner Bros. Latin American Theatres, returned here from Cuba over the weekend.

•

William Kemp, manager of Loew's State at Memphis, and Miss Ann Ragland, of Memphis, will be married Aug. 6 in Memphis.

•

Rita Rubin, formerly of the Johnston office, has joined the staff of Screen Associates here.

•

Harry Pinstein, RKO attorney, has returned here from Minneapolis.

BARNEY BALABAN, president of Paramount, left here by plane at the weekend for the French Riviera and a vacation with his family. He plans to be gone about three weeks.

•

J. Glenn Freeland, is taking over control of the Canisteo, N. Y., theatre which he formerly owned and operated. The theatre has been run in recent years by W. E. Anderson of Mount Jewett, N. Y.

•

Archibald Silverman, president and treasurer of the Strand Theatre, Providence, is due to return to that city on Aug. 8 from a vacation in Israel.

•

Charles M. Thall, California Theatres Association executive manager, left San Francisco over the weekend for a month's vacation in Canada, New York and Chicago.

•

Sam Shirley, M-G-M special sales executive attached to the Los Angeles office, has left there for Juneau, Alaska.

•

Albert Brazauskas, owner of the Star Theatre, Gilbertville, Mass., and Mrs. Brazaukas are the parents of a baby girl.

•

A. L. Calvin, RKO real estate department manager, is in San Francisco from New York.

Ohio Drive-In Owners Form An Association

Columbus, O., July 31. — Ohio drive-in owners have completed steps to form a state-wide organization comprised of drive-in theatre owners exclusively and to be called Ohio Drive-In Theatre Association.

Frank Nolan of Valley Drive-In has been named temporary president of the organization, with other temporary officers to serve pending the first regular meeting, as follows: Frank Yassenoff, vice-president; Ethel Miles, secretary; Jack Armstrong, treasurer. Temporary directors are Horace Abrams, George Blake, George Kaler, Horace Shock, Lou Wetzel and Bill Wlaters.

CBS to See 'Irma'

A special showing of "My Friend Irma," produced by Hal Wallis for Paramount release, will be held for promotion specialists of 110 Columbia Broadcasting stations as part of the network's promotion clinic here today and tomorrow. The film is based on the CBS comedy series. Max E. Youngstein, Paramount advertising-publicity director, will speak.

'Jolson' Chi. Opening

Chicago, July 31.—Columbia's "Jolson Sings Again" has been set to open at the Essaness Woods Theatre here in mid-August.

Drop Billboard Tax

Boston, July 31.—The State Senate Ways and Means Committee has eliminated a tax on billboards from the $20,000,000 tax program here.

Simonelli, Horwits Due

Charles Simonelli and Al Horwits, Universal - International exploitation head and studio publicity director, respectively, are due here today from Chicago where they made premiere plans for "Yes, Sir, That's My Baby" at the Roosevelt Theatre, Chicago, on Aug. 10. Simonelli and Horwitz will confer here today with Henry A. Linet, Eastern advertising manager, and Phil Gerard, Eastern publicity manager, on the premiere of "Sword in the Desert" at the Criterion here on Aug. 23.

Palace Takes Reissues

Chicago, July 31.—The RKO Palace, switching from customary Wednesday program change, opened Saturday with two 20th Century-Fox reissues, "My Gal Sal" and "House on 92nd Street." They will play four days at the Loop stand with Universal's "Calamity Jane and Sam Bass" going in on Wednesday.

O'Dwyer to Install

Mayor William O'Dwyer will officiate at the 16th annual installation of officers and members of the board of directors of the Independent Theatre Owners Association at a luncheon meeting at the Hotel Astor here Aug. 11, the I.T.O.A. said on Friday.

Agencies Join Services

An arrangement whereby creative and contact departments of Donahue and Coe, New York, and William Kester and Co., Los Angeles, will be jointly available to independent motion picture and commercial accounts has been announced.

Newsreel Parade

THE arrival here of the Ile de France *and Churchill opening an election campaign mark current newsreel highlights. Other items include the funeral of Korea's Kim Koo, sports and fashions. Complete contents follow:*

MOVIETONE NEWS, No. 61—Australian flood ruins. *Ile de France* arrives. Hirohito sees swim meet. Log dive in Idaho. Grandmother contest. Amputees baseball. Gus Lesnevich and Ezzard Charles train for bout. Motorcycle maniacs. Ski jump.

NEWS OF THE DAY, No. 295—Churchill opens election campaign. U. S. welcomes French sea queen. Korea mourns Kim Koo. Denmark hails old Viking days. Fashion news. Bike race. Skiing.

PARAMOUNT NEWS, No. 98—*Ile de France* here. Some 1,000,000 at funeral of Korea's Kim Koo. Churchill blasts British labor party. Charles and Lesnevich train for bout. Jap swim meet.

TELENEWS DIGEST, No. 30-B—Washington: cross-section of Congressional opinion on major Capitol issues. Marine maneuvers on Crete. Secretary Acheson discusses atom bomb question. Department of Agriculture bug squad in action. Argentina: President Peron decorates Gen. Matthew Ridgway. Swim meet in Japan.

UNIVERSAL NEWS, No. 269—Congress to okay swap of A-bomb information. Viking ship. Greek fleet inspection. *Ile de France* arrives here. Kim Koo funeral. Japanese swim meet. Motor-bike race. Spanish festival.

WARNER PATHE NEWS, No. 100—People in the news: Winston Churchill, Bernard Baruch. Gary Cooper made honorary governor of Montana. Story of Roger Young. *Ile de France* arrives. Tour of France. Soapbox race. Motorcycle race.

Seven Films Start; 36 Are in Work

Hollywood, July 31.—The production tally dropped slightly this week, with seven pictures starting and eight completed, for a total of 36.

Starting were: "Woman of Distinction," Columbia; "Square Dance Jubilee," "Apache Chief," Lippert Prods.; "The Knife," M-G-M; "Lawless Code," Monogram; "Postal Inspector," Paramount; "Ranger of Cherokee Strip," Republic.

Finishing were: "Palomino," Columbia; "Flight 3," Independent; "The Lie," Paramount; "Navajo Trail Raiders," Republic; "My Foolish Heart" (RKO-Goldwyn); "Range War," RKO; "Whirlpool," 20th-Fox; "Chain Lightning," Warner Bros.

Four Close for Repairs

Toronto, July 31. — For the first time in years, Toronto theatres are being closed for repairs or reconstruction. Dark houses include the Famous Players' Alhambra, the Bedford of 20th Century Theatres, the independent Forum which is to become the Mount Pleasant after remodelling, the Royal Alexandra which plays stage and film road shows, and Famous Players' Victoria in downtown Toronto.

New Catskill Opened

Albany, N. Y., July 31.—The 600-seat New Catskill, first theatre built in the Albany area since before the war, was opened in Catskill Friday night, preceded by a preview for industry representatives. Samuel E. and M. Fred Rosenblatt are the owners.

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Decrees

(*Continued from page* 1)

too demanding, particularly where wholly-owned theatres in competitive situations are concerned. Seen as significant is that Paramount must dispose of only 69 of its total of 449 fully-owned houses. Paramount's partnership losses are not taken as especially meaningful since the three companies which are faced with the possibility of divorcement have cleared up, to the satisfaction of the court, all of their joint ownerships.

Loew's has a total of about 126 theatres, including eight in partnership with United Artist Theatres Circuit. Of those eight, the circuit can keep four, thus the net total would be 122 wholly-owned properties. Divestiture considerations then arise.

Future Totals Estimated

The present 20th-Fox total is figured at 630, about 379 of which are wholly-owned. The balance are in partnership—251 of them—and the court has approved plans for ending the partnerships on the basis of a division of assets, selling out to partners or buying the partners' interests in some cases. Thus, assuming that 20th-Fox could emerge with about 125 of its partnership houses, it might wind up with a net total of 504 wholly-owned houses. Divestiture would be determined from this point.

Warners has about 510 houses in all, including 26 in partnership. Of the latter, the company can take 11, giving it a net total of 495 wholly-owned, before divestiture.

In all cases the net total figures are estimates and pre-suppose that the partnership dissolutions will go according to the plans which the court has authorized. The only partnership which had been disputed by the government was the 20th-Fox interest in Evergreen Theatres in the Northwest. Here the court held that the partner, F. L. Newman, was neither an actual nor potential theatre operator himself and consequently 20th-Fox need not dissolve.

See New York Parallel

The government had required that Paramount part with 69 of its wholly-owned theatres for the purpose of opening closed towns.

Pointed up as another significant factor is that RKO, in its consent decree, is allowed to maintain the status quo in New York where it has a large concentration of houses, a total of about 35. However, of these only one, the Palace, is a New York first run, and a second, the Albee, is a first run in Brooklyn. The government took a dimmer view of RKO's first runs in Cincinnati. Two of them must be disposed of.

RKO's holdings here resemble Loew's circuit in the immediate New York area, totalling over 60 wholly-owned theatres, and a very large majority of them are neighborhood operations.

SIMPP Aiding US

(*Continued from page* 1)

down to the smallest units posible.

"This one case will not cure all, but it lays down valuable precedents," Arnall said, adding that new (and presumably private) suits should be started against local monopolies.

SIMPP is plaintiff now in what it alleges to be a local theatre monopoly in Detroit and has announced intentions of filing additional similar actions.

Review

"Madame Bovary"

(M-G-M)

Hollywood, July 31

THIS is, in simplest terms, a lavishly and fastidiously produced emotional drama, set in the France of 1857, with the names and polished performances of Jennifer Jones, James Mason, Van Heflin, Louis Jourdan, Gene Lockhart, Gladys Cooper, Christopher Kent (formerly Christian Kelleen) and many others available for use of exhibitors in exploitation. It was produced by Pandro S. Berman and directed by Vincente Minnelli from a screenplay by Robert Ardley based on the novel of the same name by Gustave Flaubert, and it is strictly adult in subject, treatment, dialogue and action.

The story proper details the experiences of a pretty farm girl who commits a series of adulteries in quest of material happiness and takes her own life when this procedure fails of its objective, but the typical "wages of sin" point commonly made by stories of this kind is obscured, if not indeed negated, by the secondary story—told in prologue and epilogue—of the defense offered by Flaubert in court when attempt is made to ban his novel.

Flaubert (played by Mason) argues with seeming success that the girl herself is not to blame, and places responsibility for her misdeeds upon society, economic conditions, false social standards and cloistered education. This arrangement of materials makes it difficult for an audience to know whether its sympathy is supposed to flow to the heroine, to the author, to France, or to whom or what.

Miss Jones enters the picture as a demure country maiden, her imagination inflamed by magazine pictures of handsome people in luxurious settings, who captures the interest of Van Heflin, a struggling doctor, and marries him to escape her surroundings. He sets up practice in a small town, and they have a baby, but she soon becomes dissatisfied with the best home he can afford and sets her cap for Jourdan, a nearby landed gentleman, with whom she conducts a clandestine affair, but who lets her down when she proposes that he take her away. She then switches from him to Kent, a bank clerk who pretends a wealth he doesn't possess, and then back to Jourdan, from whom she begs money to pay a money-lender for sums and goods advanced. When Jourdan refuses her the money she takes poison, returns home and dies.

The production is on the grand scale, costly as to sets, costumings, and obviously as to time spent seeking perfection of detail. The direction is deliberate, studied, often brilliant. The script, which includes offhand use of words not often heard in screen dialogue, reflects careful measurement of phrase to effect. Technologically, the picture stands high alongside current product. Whether it can live up in a commercial entertainment to its technological qualifications is a question.

Running time, 94 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

Video Decision

(*Continued from page* 1)

umbia and chairman of the committee.

To be decided are what facilities for video will be required and how they would be utilized. The Federal Communications Commission has directed groups within the film industry and others to make known their requirements for television by Sept. 2, at which time a public hearing will take place.

Theatre Owners of America already has come to the conclusion that it will want exclusive radio channels for theatre TV and will advise the FCC of its decision.

Lab Strike Off

(*Continued from page* 1)

proached by various heads of motion picture companies in an effort to solve the dispute. He will meet with company and laboratory heads the latter part of this week or the early part of next. Walsh at the weekend was in Denver attending an IA executive board meeting, following which he was to have gone to the Coast for a few days.

In the meantime, J. R. Mandelbaum of the Federal Mediation and Conciliation Service will meet this week with both sides separately in the hope of arriving at a basis of settlement.

Weaver Joins U.A.

Dick Weaver has joined United Artists' to handle special publicity for Benedict Bogeaus' "Johnny One-Eye," now being filmed in New York.

US Pictures Lead

(*Continued from page* 1)

reports that American movies are losing ground." He said the fact is that "they are gaining ground everywhere."

Twentieth-Fox, Skouras reported, has instructed its Near East manager to build theatres for the company in Telaviv, Haifa, Jerusalem and Nathania in Israel, and said the company is planning definitely to build a theatre in Alexandria, Egypt. The theatre-building program for Israel, he explained, has been inspired by the company's desire to aid in the "great program" under which the "Israeli nation is destined to become one of the greatest industrial nations of the Middle East."

"We," Skouras cabled, "will be the first ones to create the commercial interest of every American industry in Israel."

As conclusive proof of "the tremendous popular demand for American films abroad, Skouras revealed that the Spanish Government has issued an edict that in double bill programs one American picture will be permitted with another picture regardless whether Spanish, French, English or any other nationality.

Wilkinson Moves Up

R. N. Wilkinson has been promoted from salesman to branch manager of Universal-International's exchange in Memphis. He replaces R. P. Dawson who resigned to enter business for himself.

20th-Fox Is $100,000 Weekly Ahead of '48

By virtue of "hard work and the proper kind of thinking," 20th Century-Fox is at present doing $100,000 more business every week than it was a year ago, vice-president Al Lichtman told the Friday session of the company's industry-wide merchandising seminar at the home office.

Harm Quality

(*Continued from page* 1)

post-divorcement problem of competition which, if permitted to get out of hand, "could turn back the industry." Theatres which now enjoy preferential runs will have a "psychological advantage" over theatres which do not, Gamble said in examining the future under the clearance rulings handed down by the court in the industry-anti-trust suit.

Elimination of clearances, he warned, will demand that theatres do a "selling job." He pointed out that theatres with preferential runs today enjoy that status by virtue of their capacities to justify top runs with results.

Twentieth-Fox vice-president Al Lichtman declared, following Gamble's address, that "something is wrong if the industry can sell only 30,000,000 people out of a potential of 110,000,000 in this country." He laid this to the industry's "shortcomings," and called for an all-out effort to win a larger audience.

Twentieth-Fox advertising-publicity vice-president Charles Einfeld, who was chairman of the sessions, read to the gathering a list of pictures being produced by virtually all the companies, which Production Code Administrator Joseph I. Breen sent to him as examples of the high quality of product offered by Hollywood.

A guest speaker at the morning session was Jay Emanuel who, in discussing "good showmanship" cited humorous anecdotes from his own experience as a showman, and urged the industry to return to the spectacular "corn" type of showmanship that brought in business in the old days.

Admission Tax

(*Continued from page* 1)

well as motion picture theatres. They do not, however, include the taxes on roof garden and cabarets and on various overcharges. Total admission tax collections, including these figures, amounted to $34,479,930 in June compared with $36,262,679 in June, 1948.

RKO RADIO PICTURES, Inc.
NEW YORK
Trade Showing of
"MAKE MINE LAUGHS"
RKO Screening Room
630 Ninth Avenue
MONDAY, AUG. 8th
at 2:30 P.M.

He follows motion . . .

HE swings the camera . . . following motion, keeping the object of interest always frame-centered . . . there you have the culmination of years of experience—years in which the operative camera man learns how to get the most from his equipment.

But he learns, in those years, something more—to understand the problems of the picture's director and of the director of photography. From this understanding comes his great ability to interpret their wishes creatively . . . to devote his technical knowledge to giving them what they want from every shot, every scene.

Because he must get so much from every shot, his dependence on film of superior quality and uniformity is great. That's why you'll find so many operative camera men using the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 22 NEW YORK, U. S. A., TUESDAY, AUGUST 2, 1949 TEN CENTS

Take Festival Plan to 'P. R.' Chicago Meet

Waiving of Clearances Is Major Controversy

At a meeting in the Hotel Astor here yesterday, some 50 distribution, exhibition and trade press leaders held Gael Sullivan's Fall Film Festival proposal up to the cold light of reality and concluded that the idea has decided merit but that action should be deferred pending consideration of it by the all-industry public relations meeting set for August 30-31 in Chicago.

A strong fight against action on the proposal independent of the present all-industry public relations machinery was led at the meeting by RKO Radio president Ned E. Depinet, who is chairman of the Motion Picture Association of America's exhibitor-community relations committee, which has been spearheading the industry's public relations drive. It was a final appeal by Depinet, during which he declared it would be "a mistake" to set

(*Continued on page* 5)

Senate Hears Film Festival Plan Hailed

WASHINGTON, Aug. 1.—Proposals for a Fall Film Festival, advanced by Gael Sullivan, Theatre Owners of America executive director, were hailed on the Senate floor by Senator Wayne Morse (R., Ore.) as "a renaissance of motion pictures."

In citing the Sullivan plan, Morse gave the industry as a whole a pat on the back and inserted Sullivan's bro-

(*Continued on page* 5)

Technicolor Profit Shows Sharp Rise

Technicolor's net profit for the first six months of 1949 is estimated at $1,147,720, as against $880,823 for the corresponding period of 1948.

The last six-month profit is equivalent to $1.25 per share of common stock, compared to 96 cents per share a year ago, according to estimates disclosed by Dr. Herbert T. Kalmus, president and general manager.

Consolidated net profit, after taxes and other charges, for the quarter ending June 30, 1949, is estimated at $483,970, equal to 53 cents per share.

Hazen Sees Divorce Decision Hitting Production Hardest

Joseph H. Hazen

The effects of the New York Federal Court's divorcement decision will be felt the most in Hollywood, although it will be three to five years before the production community feels the full impact of the ruling, in the opinion of Joseph H. Hazen, president of Hal Wallis Productions, who returned here yesterday from the Coast.

Hazen was intimately associated with the government anti-trust suit against the industry as

(*Continued on page* 5)

Tax Cut Prospects Dimmer in Capital

WASHINGTON, August 1.—House and Senate Democratic leaders, emerging from their weekly White House conference with President Truman, today, threw a large amount of cold water on hopes for an admission tax cut this year.

House Majority Leader McCormack said that he did not "look for repeal of any war excise taxes at this ses-

(*Continued on page* 5)

Weather Hits N. Y. 1st Runs but 'Stable,' 'Joe' Are Terrific

Two houses — the Rivoli, with "Come to the Stable," and the Criterion, with "Mighty Joe Young"—are doing smash business in a week that is bringing generally unimpressive grosses to the majority of New York's first-runs. Blistering weekend weather gave the beaches the advantage over theatres. Subsequently improved temperatures, however, appear to have reduced the appeal of theatre air-conditioning.

"Come to the Stable" is enjoying a brilliant opening week at the Rivoli where close to $50,000 is expected. (Last December, $55,000 was recorded for the first week of "The Snake Pit" at that house.) Equally sensational is "Mighty Joe Young" at the Criterion, where the management describes the theatre's gross as "the best in two years," as indicated by the first week's figure of $40,000.

Two other newcomers are comparatively weak. At the Capitol, the first week of "Scene of the Crime," together with Noro Morales' Orchestra on stage, looks as though it will

(*Continued on page* 4)

Arnold Cites Industry To Monopoly Probers

WASHINGTON, August 1.—Film producers should be confined to making pictures and not owning theatres, former anti-trust chief Thurman Arnold today told a House Judiciary subcommittee investigating monopoly.

"The trouble with the motion picture industry," Arnold told the committee, "is that they only put out 300 or 400 films a year and not enough for all the little theatres and they are desperately going broke for want of pictures and setting elaborate schemes as to who gets this short supply."

Arnold, who admitted he represented various independent exhibitors, asked the committee to "suppose that the motion picture industry had no interest in any local theatre. Suppose

(*Continued on page* 5)

Producers Welcome TOA Delegates

HOLLYWOOD, August 1.—Greetings to the 1,000 exhibitors who are expected to attend the national convention here of the Theatre Owners of America on September 12-15, have been extended by several producers and production executives, among them: B. B. Kahane, Columbia; Henry Ginsberg, Paramount; Sid Rogell, RKO Radio; Leo Spitz and William Goetz, Universal-International; Harry Warner, Warner Brothers; Dore Schary, M-G-M; Joseph M. Schenck, 20th Century-Fox; Y. Frank Freeman, Paramount. Producers and exhibitors will discuss mutual problems at the TOA meetings.

COLLAPSE OF UK QUOTA IS SEEN

Major Defaults Likely; BFPA Shows Concern; Amending Order Seen

By PETER BURNUP

LONDON, August 1.—Complete and early collapse in the whole pattern of the present quota is now regarded here as inevitable.

Suggestions are to be heard in extremely well-informed circles that Harold Wilson, president of the Board of Trade, may well find himself driven to introduce in Parliament an amending order reducing the quota, shortly after Commons reassembles on October 18.

Evidence of the basic crumbling has arrived with the making of formal representations to the Board of Trade by Associated British Pictures Corp., pointing out the difficulties under

(*Continued on page* 5)

Army Okays Higher Returns from Japan

WASHINGTON, August 1. — The Army has tentatively agreed to raise from $200,000 to $1,600,000 the amount that Motion Picture Export Association can take out of Japan in dollars during the current fiscal year, ending June 30, 1950.

This represents a tremendous victory for the MPEA, because it means that the Army will not only be guaranteeing the out-of-pocket expenses in getting films to Japan, but will also

(*Continued on page* 4)

Small to Coast; E-L Deal Unchanged

Edward Small is scheduled to leave here for the Coast today, ending his month's visit in New York with his deal to take over direction of Eagle-Lion continuing in *status quo*.

The agreement in principle which Small arrived at with Robert Young, head of E-L's parent Pathe Industries, shortly after the producer's arrival in New York, remains unchanged. Conclusion of the deal is dependent upon Young's refinancing of E-L. No time limit has been set for providing the new financing. Small had asked

(*Continued on page* 5)

Personal Mention

GEORGE A. SMITH, Paramount Western division manager; M. R. (DUKE) CLARK, South Central; H. H. GOLDSTEIN, Mid-Eastern; and J. J. DONAHUE, Central, have returned to their respective headquarters after attending sales conferences in New York.

•

DAVID D. HORNE, Film Classics' foreign sales manager, left here by plane for London yesterday to discuss distribution of the company's product in the United Kingdom.

•

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general Canadian sales manager, will arrive here Thursday from Toronto.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity director, returned here yesterday from Washington.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Rotary Club in Seattle tomorow.

•

SYD GROSS, Film Classics advertising-publicity director, is in Pittsburgh through New York.

•

B. G. KRANZE, Film Classics' vice-president, left here for Detroit yesterday. He will make a stopover in Buffalo before returning.

Variety Heart Award To Southern Calif.

HOLLYWOOD, August 1.—Variety Clubs International annual Heart Award was presented to Tent 25 by VCI chief barker Bob O'Donnell tonight at a banquet in the Ambassador Hotel's Cocoanut Grove attended by more than 400 representatives of the industry, community, government and civic organizations. Chief Barker Charles Skouras, who with David Bershon accepted for Tent 25, said, "This is not only an honor for Tent 25, but also for Southern California, since the good things we do reflect credit for all of our people here."

Important in determining VCI's choice of Tent 25 for its annual Heart Award was the establishment of the $200,000 Boys Club in Los Angeles.

Meet Here Today On NEFC Charter

The executive committee of the National Exhibitors Film Co. will meet at the Waldorf-Astoria Hotel here today to act on the charter for the new production financing company and to transact other business preliminary to the launching of the new company.

Members of the committee are: Si Fabian, Ted R. Gamble, Sherril Corwin, Frank C. Walker, M. A. Lightman, Sam Pinanski, Edwin Silverman, Harry Arthur, Fred Schwartz and J. Myer Schine.

200 Attend Dinner For A. H. Blank

DES MOINES, August 1.—Civic leaders and friends of A. H. Blank, president of Tri-States and Central States theatre corporations, last night praised his "generosity and interest in civic and world affairs" at a testimonial banquet at the Standard Club here.

Blank was being honored especially for his gift to Des Moines of the half-million-dollar Raymond Blank Memorial Hospital in memory of his son, Raymond, and for his 70th birthday on July 27.

Gov. William S. Beardsley, speaking before approximately 200 guests, extended greetings and expressed the community's appreciation for the hospital, built in 1944 and since expanded. The Governor praised Blank's outstanding business success and expressed appreciation for his contributions to the "city, state and nation."

William McCraw, executive director of Variety Clubs International, reviewed Blank's entry into the film industry and attributed the growth of the industry to "men of vision like Abe Blank."

Rabbi-Emeritus Eugene Mannheimer presented a bronze plaque bearing their likenesses to Blank and Mrs. Blank, which will be placed in the hospital lobby.

The Omaha Variety Club presented Blank Hospital with a $250 check. Other speakers included Robert Wilby, Atlanta, Ga., and Leonard Goldenson, New York City.

Will Retain Austrian Distribution Set-Up

All member companies of the Motion Picture Export Association, with the exception of United Artists, have agreed to continue the present distribution setup in Austria until August 31, 1950, the MPEA reports here. This extends by 13 months the term of the original three-year licensing agreement which would have expired at the end of July, this year. UA had previously made known its intention to sell independently in that country.

The only countries within the MPEA sphere of activity whose future operational status is still in question are Japan and Korea. Things are on a day-to-day basis there, pending the outcome of present top-level negotiations currently in progress with U. S. government officials in Washington.

Para. Short to Aid Fabian Anniversary

Paramount Pictures will aid in the celebration of the 35th anniversary of its first customer, Fabian Theatres, with a special short subject made in honor of the event. The short will be shown in every Fabian theatre during August, the month having been designated as "35th anniversary jubilee month."

Adolph Zukor, chairman of the board of Paramount, disclosed recently that Fabian Theatres on August 8, 1914, signed the first contract for a Paramount picture.

Diaper Service Runs To Aid of Columbia

A Brooklyn diaper service has wired the Columbia studio offering free technical advice for the film, "Confessions of a Diaper Salesman," starring Lucille Ball.

William B. Troy, executive director of Cascade Diaper Service and presumably an expert in these matters, is expecting his first child in September.

Most Patrons Want Twin Bills: Broidy

HOLLYWOOD, August 1.—On the eve of his departure for the company's sales convention in Chicago, Allied Artists-Monogram president Steve Broidy issued a formal reply to the recently reported statement by Al Lichtman, 20th Century-Fox sales executive, that "the double-bill is one of the worst evils in the business."

"Double features are the result of public demand," Broidy declared. "It is true there are a number of people who do not care for double feature programs, but it is also true that there is an even greater number that do. If there were no demand for double features, they would have gone by the boards a long time ago, instead of expanding as they have. Let us all concentrate our efforts on improving our product, and let the customer choose what he wants to buy."

Broidy also said, "All production will continue under my guidance. Independent producing units releasing through Monogram will clear through Allen K. Wood, our production manager. Scott R. Dunlap, on his return from England, will make two Allied Artists pictures a year in addition to handling his own unit, Great Western Productions.

"Operations of independent producing units, such as King Brothers, Lindsley Parsons Productions and others, will continue in the future to operate along the same lines as in the past."

Uphold License Ban On 'Mom and Dad'

ALBANY, N. Y., August 1.—The board of regents has upheld Dr. Ward Bowen, former acting director of the division of motion pictures of the New York State Education Department, in rejecting a license application for "Mom and Dad," a sex instruction film. The board of regents unanimously approved the report of its sub-committee.

The sub-committee stated that as an amusement film it would have to be presented in such theatres which are "attended in large numbers by young children with their immature minds and impressionable imaginations and by persons of all creeds." The committee continued: "We think that as an amusement picture, the film is not only indecent . . . but is also immoral and would tend to corrupt morals. . . ."

Dawson to Leave UI, Wilkinson to Succeed

MEMPHIS, August 1.—Pete Dawson, Memphis branch manager for Universal-International for the past three years, will announce his resignation tomorrow. He will leave here August 15 for Louisville where he has leased the Rodeo Theatre. He will be succeeded at U-I by Bobby Wilkinson who has been a company salesman.

Kemp to Weis Theatres

MEMPHIS, August 1.—William (Bill) Kemp, manager of Loew's State for four-and-a-half years, has resigned to accept a post with the Fred Weis Theatres in Macon and Savannah, Ga.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
'Rope of Sand'
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
in Person
TEX BENEKE
And His Orchestra
plus CY REEVES
RUDY CARDENAS
Extra VIC DAMONE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATRE, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The LOUIS de ROCHEMONT production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
A FILM CLASSICS RELEASE
Air Conditioned ASTOR Broadway & 45th St.

IDA LUPINO PRESENTS
"NOT WANTED"
A FILM CLASSICS RELEASE
•
BRANDT'S COOL
GLOBE, B'way at 46th St.

Loretta YOUNG
Celeste HOLM in
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

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MEMPHIS!

"HOME OF THE BRAVE"

OPENS

AUG. 11th MALCO THEATRE

thru UA!

Record Price Drop On Child Admissions

WASHINGTON, August 1.—A record drop in admission prices for children in large cities and a smaller drop in adult admission prices during the second quarter of 1949 brought the largest quarterly drop ever reported in the Bureau of Labor Statistics' combined admissions price index.

The Bureau's figures are collected every three months in 18 large cities, and are adjusted to represent the average price trends in the 34 large cities in which the Bureau collects retail price data.

The children's admission price index fell from 66.5 per cent above the 1935-39 base period to 56.1 per cent. Adult admissions fell from 72.7 per cent above the base to 71.9 per cent. The combined adult-child index fell a full two points—from 71.8 per cent to 69.8 per cent. Previous largest drop was a 1.9-point fall in the second quarter of 1947.

The second quarter for the past three years has seen a break in the price index. Then it starts climbing again in the third quarter and continues the trend through the first quarter of the following year.

At the end of June, the children's index was at the lowest point since June, 1946, but the adult index was still the second highest on record and the combined index the third highest.

Talent Guilds Debate Video Jurisdiction

HOLLYWOOD, August 1.—With conferences scheduled to continue through tomorrow and possibly longer, representatives of Eastern and Western talent guilds, convened here since Saturday on the invitation of Screen Actors Guild, tonight went into their third session on plans for an equitable division of jurisdiction over performances in television. Broad agreement has been reached on the principle that SAG is entitled to jurisdiction over film television, with jurisdiction over live television exercised by the appropriate Eastern guilds.

Chief stumbling block in the situation, however, is a technological one arising from Kinescoping, which is held to be neither television on film, in a strict sense, nor live television *per se*. This and similar knotty issues have had 80 representatives of eight talent guilds almost steadily in meetings since Saturday afternoon.

Baehr Stock Sold to Home Stockholders

MINNEAPOLIS, August 1.—Deal has been consummated whereby Ed J. Baehr disposed of his stock holdings in Home Theatres for a sum reported at $150,000. Purchase of the 11 Baehr theatre properties in the Home circuit, previously reported under negotiation, failed to materialize, and Baehr remains as landlord of the properties.

Set 'Irma' Plans

Final plans for the radio promotion of Paramount's "My Friend Irma" were completed here yesterday at a meeting between Max E. Youngstein, Paramount's advertising-publicity director; Victor Ratner, Columbia Broadcasting promotion head, and 125 promotion executives of local CBS stations. The campaign will be carried on over the full CBS network.

Reviews

"Mr. Soft Touch"

(*Columbia*)

GLENN FORD tries to exact an underworld brand of justice in "Mr. Soft Touch" and soon finds himself in flight from both police and gangland. The melodrama is fluid in action, with pleasant touches of sentiment and whimsey, and neatly polished in production treatment. On the other side, however, is a story whose strength is frequently adulterated by recourse to routine melodramatics. Others in the cast of this Columbia picture are Evelyn Keyes, John Ireland and Beulah Bondi.

Ford is launched on his path of trouble when he returns from the wars and finds that a gangster group has taken over his night club. Seeking revenge, Ford rifles the club's safe of $150,000 and then takes flight. A neighborhood settlement house seems like a good place to hide out and that's just what Ford does. Once there, he becomes charmed by Miss Keyes, a social worker, and it isn't long before the hardened Ford starts doing affectionate little things for the underprivileged kiddies as well as the more forlorn grownups. Much of the film's humor arises out of situations in which Ford resorts to lawless methods to gain material benefits for the settlement.

By the time the film reaches its climax, however, Ford is a changed and chastened man, thanks to the purifying influences of Miss Keyes. Gangland bullets also catch up with Ford in the finale but the Orin Jannings screenplay indicates a recovery for him. Performances are satisfactory all around under the joint direction of Henry Levin and Gordon Douglas, with Ireland playing a snooping newspaperman and Miss Bondi the head of the settlement house. Milton Holmes produced and also provided the original story.

Running time, 93 minutes. General audience classification. Set for September release.

MANDEL HERBSTMAN

"The Girl in the Painting"

(*Rank-Universal-International*)

A GOOD, solid picture, unfolding against a background of a displaced persons camp in Germany, has been contributed by British film makers. It is done in strokes of striking realism, but has sufficient dashes of romance to meet with favorable reception here, among discriminating audiences.

The appearance of Mai Zetterling alone lifts the film into a class of its own, for here is one of Europe's most talented actresses giving an excellent performance within the somewhat limited confines of the script. Guy Rolfe, who makes a handsome leading man, is unfortunately the most British of Britishers. Also, a great deal of German is spoken, but much of it is immediately translated.

The story was written for this J. Arthur Rank Gainsborough Production by Frank Harvey, Jr., and Muriel and Sydney Box. It follows a somewhat conventional pattern and although the audience knows pretty soon what's up, it nevertheless maintains a good deal of suspense and lags only in spots.

When Rolfe sees Mai's picture in a London exhibition and listens to an old man who says he's the girl's father, he determines to find her. Some clues come from the painter, who dies before giving more information. Rolfe combs the camps and finally finds Mai, but discovers also that she already has a father and mother. Suspecting that someone has taken advantage of the girl's amnesia after her release from concentration camp, he probes further and finally finds that the man she calls father actually is a Nazi SS leader. Romance is in the air as the picture fades out.

A Prestige Picture, it was produced by Anthony Darnborough and directed by Terence Fisher.

Running time, 90 minutes. General audience classification . Release date, Aug. 20.

Briton Hits U.S. Films' 'Brutality'

LONDON, August 1.—Jypmson Harman, dean of Britain's film critics, used his London *Evening News* space for a sudden, savage attack on what he characterizes as Hollywood's "torrid upsurges of passion of brutality."

His attack is reminiscent of the hobby popular a year or so ago among Britain's critics of smearing and sneering at all Hollywood's outgivings. Some feel it could lead to a revival of that hobby.

Polio Closes Houses In 2 Indiana Cities

INDIANAPOLIS, August 1.—All theatres in Muncie and Portland, Ind., have been ordered closed, along with other public meeting places, as the result of a polio epidemic now ranging in several counties of East Central Indiana. Business has slumped in other towns of the affected area where no official closing action has yet been taken. Three towns, Muncie, Portland and Winchester, account for 99 of the state's 237 polio cases.

Fitzpatrick Makes Video Shorts in UK

LONDON, August 1.—James A. Fitzpatrick has started work in Wales on a series of six 30-minute Traveltalks designed primarily for ABC and NBC television programs in America, starting around Christmas. M-G-M will release Technicolor versions to theatres here. The subjects will feature British folk music.

Paramount Buffalo Meet

Buffalo, August 1.—Hugh Owen, Paramount's Eastern and Southern division sales manager; Al Kane, his assistant; Clyde Goodson, Atlanta branch manager, and co-captain of the drive, and George Lynch, Schine circuit executive, are here for a two-day conference on Paramount's "Gold Rush of 1949," with Mike Simon, local Paramount exchange head.

Ban 'Brave' in Africa

Public showings of United Artists-Screen Plays' "Home of the Brave" have been banned in the Union of South Africa by the government's censor board, according to press dispatches from Capetown.

New York Grosses

(*Continued from page 1*)

just beat the weather at $69,000, while at the Strand the initial stanza of "The Girl from Jones Beach" is sluggish at $20,000.

"Look for the Silver Lining," plus a stage presentation, will give the Radio City Music Hall a gratifying sixth and final week, with $115,000 in sight on the basis of $70,000 grossed Thursday through Sunday; "The Good Old Summertime" will take over on Thursday.

'Boundaries' Holds Up

At the Astor, "Lost Boundaries" is doing relatively good business, the fifth week's take reaching $16,500. Also holding up is "Not Wanted," which will bring the Globe about $16,000 in a second week. "The Big Steal" continues to do satisfactory business at the Mayfair with between $12,000 and $13,000 indicated for the fourth week.

"Rope of Sand" will take over tomorrow at the Paramount where the third and final week of "The Great Gatsby," combined with Jimmy Dorsey's band on stage, is only fair at $59,000. Second week of "You're My Everything," plus a stage bill topped by Bob Crosby's orchestra and an Ice Revue, is unimpressive at the Roxy with $68,000 indicated; the program will hold for a third week, however, giving way on August 12 to "Slattery's Hurricane."

'Shoes' Still Strong

"The Red Shoes" is still strong at the Bijou where a 41st week will chalk up $9,200. Twelfth and final week of "Home of the Brave" is expected to bring the Victoria only $9,500; "The Window" will be the new tenant beginning Saturday.

Eight acts of vaudeville with "The Big Cat" on the screen is expected to give the Palace about $21,500 in what is considered a good single-week's run; Will James' "Sand" will take over the film bill on Thursday.

Picking up again, "Hamlet" probably will do $7,700 in its 44th week at the Park Avenue.

Army Okays

(*Continued from page 1*)

be paying a part of the original production cost. It is almost all MPEA was asking of the Army for its current year's program, and sets an important precedent for MPEA to cite in its dealings with the ECA for similar guarantees in Europe.

Assistant Secretary of the Army Voorhees, confirming the tentative agreement, said it would have to be cleared with General MacArthur. Voorhees will discuss the deal with MacArthur in Tokyo sometime this month.

The tentative agreement does not affect funds already frozen in Japan. Only current earnings are affected.

Army officials admitted off the record that Congressional pressure helped force favorable action for MPEA.

Legion Reviews 4; Rates 'Bandit' C

Four additional films have been reviewed by the National Legion of Decency with a "C" rating going to Times Film Corp.'s "The Bandit."

Rated A-I were Monogram's "Brand of Fear" and Paramount's "Top o' the Morning." Screen Guild Production's "Rimfire" was given a Class A-II rating.

Festival Plan

(Continued from page 1)

the Sullivan plan in motion without introducing it to industry public relations councils, that appeared to bring the overwhelming majority of those present into support of what is conceived to be the MPAA viewpoint.

Sullivan accepted the decision of the meeting with apparent good grace, pointing out that his suggestion for an October Film Festival—said to have been promulgated without any relation to his capacity of Theatre Owners of America executive director—is "flexible" and is subject to alteration to suit the industry. He appeared disappointed, however, that the meeting brought to the surface very considerable sentiment against the clearance elimination and/or reduction provisions of his proposal, but said after the meeting broke up that he was "hopeful" that a Film Festival would function properly even minus those provisions.

Gamble Is Host

Yesterday's meeting, which took the form of a luncheon sponsored by Ted R. Gamble, board chairman of the TOA, gave all present an opportunity to present opinions on the Sullivan proposal. Both Gamble and Sullivan reiterated that the proposal was not fostered by the TOA.

Several spoke against the clearance provisions. Depinet and William J. Heineman, Eagle-Lion's distribution vice-president, were two who assailed them with axiomatic appeals. Said Depinet: "When you fool with clearances you cost somebody money." Said Heineman: "Don't tamper with clearances, or you'll find yourself facing a 'Mighty Joe Young' grizzly bear." Sullivan's position on the abandonment of clearances under the proposal has been that it is in that way principally that the "little exhibitor" can be given a chance to participate.

The gathering voted that a committee, representative of those present, shall be appointed to draft a Film Festival proposal rooted in yesterday's discussions, for presentation to the Chicago all-industry public relations meeting. Gamble indicated that the committee appointments will be announced shortly.

Keough Supports Action

Another who spoke at length in support of the action which the meeting finally took was Austin Keough, vice-president and general counsel of Paramount.

Gamble who, as sponsor of the meeting, declined to "take sides," did agree that attempts to alter clearances could create "a million headaches," but issued a strenuous appeal for some means whereby "saturation bookings" could be achieved in connection with a Festival.

Meeting participants also included: Robert W. Coyne, Louis A. Novins, Edward L. Hyman, Robert M. Weitman, Robert H. O'Brien, Abe Montague, Charles M. Reagan, Robert Mochrie, Mort Blumenstock, Maurice A. Bergman, S. Barret McCormick, Edward L. Walton, Sidney C. Deneau, William A. Scully, Si Seadler, Ulric Bell, Max E. Youngstein, Walter Reade, Jr., D. John Phillips, Al Lichtman, Martin Quigley, Jr., Jack Alicoate, Chester B. Bahn , Abel Green, James M. Jerauld, Ben Shlyen, Mel Konecoff, Mort Sunshine, Mo Wax, Al Picoult, Arthur Sachson, Robert J. Rubin, Sidney Schreiber, Leo Brecher, Chick Lewis, S. H. Fabian, Herman M. Levy, David Abrams, J. Edward Shugrue, Edward L. Fabian, Oscar A. Doob, Taylor M. Mills and Harry Brandt.

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Tax Cut Prospects

(Continued from page 1)

sion. He pointed out that when "you try to repeal one or a few excises, you open the whole subject up, and then everything gets repealed."

Other top Congressional leaders, including speaker Sam Rayburn and House Ways and Means Committee Chairman Doughton, are known to have similar views.

Today's developments do not mean, however, that there is absolutely no chance of a tax cut this year. Some leading Democrats, both in the House and in the Administration, are aware of the tremendous popular support for an excise cut and are trying to work up a compromise that will meet the President's objections that an excise cut this year will aggravate the Treasury's already-bad fiscal position.

Persons with this point of view claim that McCormack's statement today merely means the Truman Administration will not take the lead in getting Congress to act on excise taxes this year. It does not mean, they stressed, that the President will veto a compromise if Congress can come up with one. A presidential veto was once feared for any excise tax cutting bill—these officials now claim that a solution might be found which will not encounter a veto.

One compromise proposal that has already been submitted to the White House, it was learned, would couple excise reductions with the so-called Mills Bill, which crams all of the corporate income tax payments that would normally be made during the 12 months of 1950 into the first six months of the year. This would give more revenue to the Treasury in the current fiscal year.

Rep. Mills is pushing this plan in the House, backed by some influential Democrats on the Ways and Means Committee, and some top Treasury officials also favor it.

Senate Hears

(Continued from page 1)

chure outlining the plan in the Congressional Record.

The Oregon Senator made two errors in his speech, however. He gave the impression that Hollywood studios, under the Sullivan plan, would re-issue the best features of the past decade rather than the best of new productions. And he assumed that the plan will be put into effect as outlined by Sullivan, declaring that it had been "greeted everywhere with enthusiasm."

Some industry leaders have indicated reservations on the plan, and its ultimate fate is still in question.

Hazen Sees

(Continued from page 1)

the former general counsel of Warner Brothers.

Without the playing time backlog of affiliated theatres, Hazen feels that when the full effect of the decision reaches Hollywood, producers will have to scale down costs again to cope with the new situation. He foresees bigger business for the exceptional pictures of the future but less for the average product.

Hazen believes it will be increasingly difficult to maintain the present 47-cent average admission price and that theatres may have to reduce scales. Reduction or elimination of the Federal admission tax would provide some relief and could stave off price reductions temporarily, he points out. The difference would have to be made up by further paring of production costs and, Hazen believes, Hollywood can accomplish that in the future, as it has in the recent past, when confronted with the necessity of so doing.

The recent cost readjustment period in Hollywood is now completed, the Wallis Productions president reported.

"Studios have settled down again," he said. "The let-outs, economies and emergency measures have been exhausted. The casualties have been carried off the field and producers are now trying to improve their records in all directions. They are taking pride now in bringing pictures in ahead of schedule and under budget, without loss of quality.

"Major studio shooting schedules of 32 days are common now for pictures which formerly were made on 48 to 60-day schedules."

Hazen reported that M-G-M, 20th Century-Fox and Hal Wallis Productions have or soon will submit stories to Bette Davis, who ended her long association with Warners recently by mutual agreement. Wallis was associated with Miss Davis on some of her Academy Award pictures during his production association with Warners.

Arnold Cites

(Continued from page 1)

that the only way a producer could make money would be to make more and more pictures. I think you would have thousands of those pictures economically made instead of just a few."

When a producer has theatres, the attorney declared, "why should it make a lot of pictures for its competitors. It can make more money out of that integrated set-up by reducing the supply."

The film industry was used by Arnold to make his over-all point on monopoly—that each industry has some essential service which it can best supply on a mass-production scale, but that it should be confined to supplying that one service and not be permitted to branch out into other activities that can be carried on by smaller concerns or locally.

Asked by Rep. Keating (R., N.Y.) how film producers "defend their system," Arnold replied that "I never understood their argument, and they have never understood mine."

Resigns from Odeon

London, August 1.—Sir Brian Mountain, chairman of Eagle-Star Insurance Co., which holds a large stake in Odeon Theatres, has resigned from the directorate of Odeon and its subsidiaries, and from the boards of eight other finance companies, "owing to pressure of work."

U.K. Quota Collapse

(Continued from page 1)

which the corporation operates, with the plain inference that its theatres will not be able to meet the 45 per cent quota.

Independent exhibitors in competitive situations are granted automatic relief at the start of a quota period but the Act of Parliament specifically forbids a circuit of 200 theatres or over applying in advance for such relief. An exemption certificate may be granted at the end of a quota year where a circuit proves that defaults arose from "reasons beyond control."

The situation in regard to the Rank Organization's quota obligation is less clear but officials there admit to "considerable concern." Only 69 British films of 7,000 feet or over have been registered for the year ending last March 31. Influential exhibitors maintain that several of those do not merit first-feature screening. Also, indications are that even fewer 7,000-footers will be registered in the current year.

Even Sir Henry French, director general of the British Film Producers Association, and generally accepted as chief architect of the high quota, now admits to a measure of concern. He concedes that theatres with three-day bookings may well find themselves "in difficulty."

It is evident that film remittances and, in consequence, quota matters will fall for discussion at the Washington economic conference in which Sir Stafford Cripps, Chancellor of the Exchequer, plans to engage in September.

Small—E-L

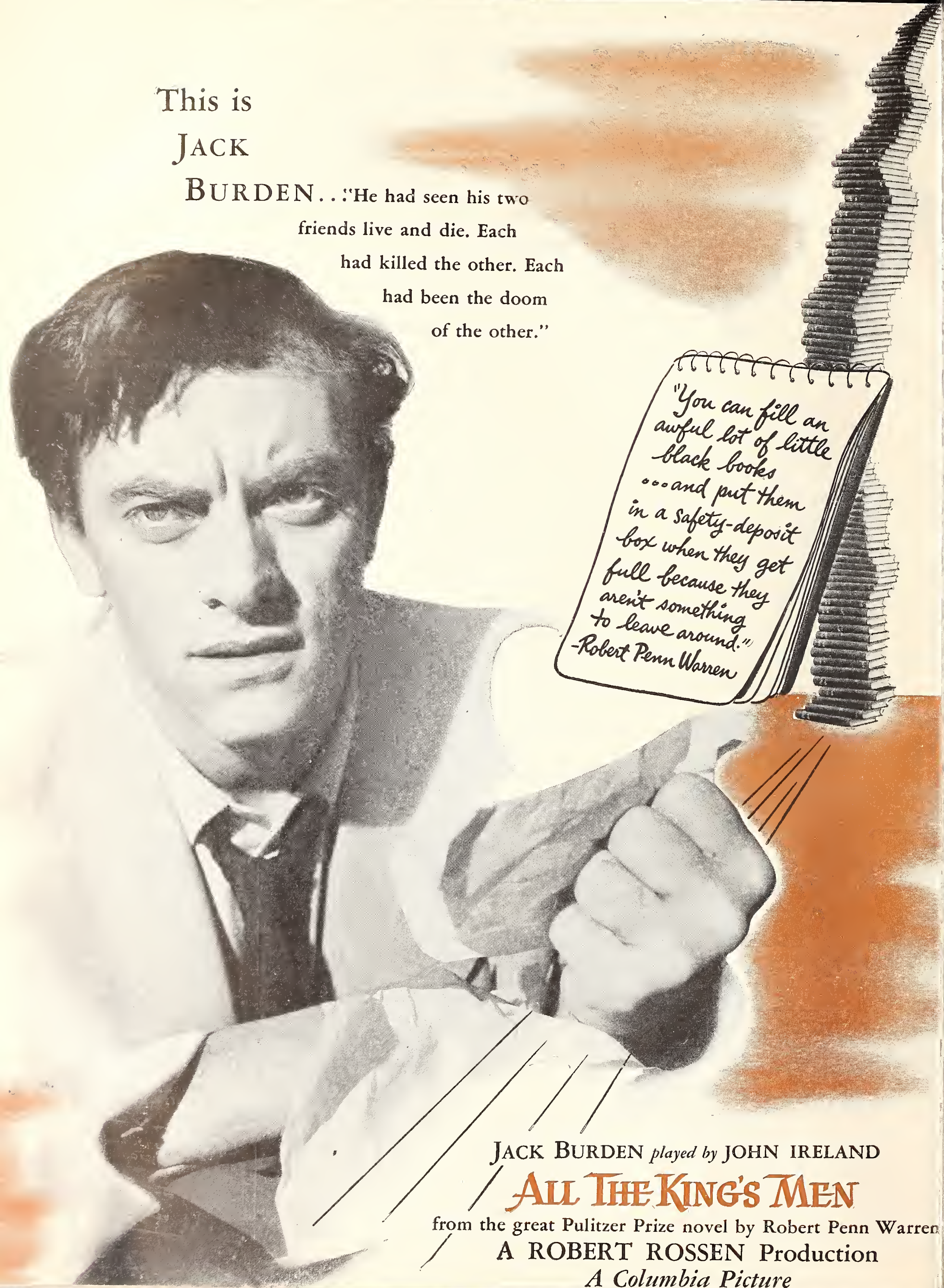
(Continued from page 1)

for 90 days but Young did not acquiesce.

Meanwhile, Small remains a free agent, at liberty to discuss or conclude a deal elsewhere. Thus far, however, he has not entered into any other serious negotiations but has listened to informal proposals put to him by two other companies.

TWA TWA TWA TWA
Across the U.S. and overseas...
you can depend on
TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA
ONLY TWA
offers 300-mph
CONSTELLATION
SERVICE
Coast-to-coast
and overseas
For reservations, call your TWA office or your travel agent.

This is
JACK
BURDEN..."He had seen his two
friends live and die. Each
had killed the other. Each
had been the doom
of the other."



"You can fill an awful lot of little black books ...and put them in a safety-deposit box when they get full because they aren't something to leave around."
-Robert Penn Warren

JACK BURDEN *played by* JOHN IRELAND

ALL THE KING'S MEN

from the great Pulitzer Prize novel by Robert Penn Warren
A ROBERT ROSSEN Production
A Columbia Picture

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 23 NEW YORK, U. S. A., WEDNESDAY, AUGUST 3, 1949 TEN CENTS

'Little Three' Satisfied with Court Decision

See Two of Three Major Issues Won; Won't Appeal

The "Little Three"—Columbia, United Artists and Universal—are appraising last week's Federal Statutory Court decision in the industry anti-trust case as a near victory for them, confident that they have been granted relief in at least two of the three major issues they contended for in court.

Their attitude contrasts with that of the three other defendants, Loew's, 20th Century-Fox and Warners, representatives of which have expressed shock and dismay at the court's finding that their exhibition operations must be divorced from production-distribution.

Counsel for the Little Three declare they are satisfied that the court grant-

(*Continued on page 6*)

Myers Pessimistic on Use of Arbitration

WASHINGTON, Aug. 2.—Allied States Association general counsel Abram F. Myers expressed serious doubts today that the distributors would take advantage of the arbitration system authorized by the New York District Court in its divorcement order handed down last week.

"The distributors have been plugging that as a substitute for divorcement," he declared. "Now that it is clear that it isn't going to help them

(*Continued on page 6*)

Ball Wins Appeal In Penn Run Suit

PHILADELPHIA, Aug. 2. — Harry Norman Ball, trustee for the Penn Theatre, Ambridge, Pa., was upheld by the U. S. Court of Appeals here today on his contention that a District Court injunction to gain first-run product for, and to end a conspiracy against the Penn was inadequate. The Appellate Court reversed and vacated the lower court decree and directed the District tribunal to modify the decree to ensure that the plaintiffs be given an opportunity "to inspect, negotiate

(*Continued on page 6*)

Set Executive Unit for NEFC

Meeting at the Waldorf-Astoria Hotel here all day yesterday, a number of exhibitor leaders associated in the new National Exhibitors Film Finance Co. set up an executive committee of 11 upon whom will rest responsibility for approval of the organization's charter, by-laws and other corporate matters.

The committee includes: NEFC president Si H. Fabian, board chairman Sam Pinanski, Ted R. Gamble, Edwin Silverman, M. A. Lightman, Sr., Fred Schwartz, George P. Skouras, Harry Arthur, Sherrill Corwin, Meyer Schine and J. J. O'Leary. All were present at yesterday's meeting

(*Continued on page 6*)

U. K. Producers to Reduce Salaries

LONDON, Aug. 2.—In the British industry's latest production economy move, all members of the British Film Producers Association have agreed to the adoption of a general salary formula prescribing graduated percentage reductions varying from 10 per cent for salaries of £261 ($1,044), to a maximum of 20 per cent.

The formula specifically exempts employes with salaries regulated by trade union agreements. Accordingly,

(*Continued on page 6*)

MPAA Starts Move To Obtain Video Theatre Channels

Board of directors of the Motion Picture Association of America, at a meeting held here yesterday, instructed the Association to petition the Federal Communications Commission to hold hearings for the purpose of reserving and allocating high-frequency channels for theatre television service.

A special sub-committee of the MPAA's television committee was appointed to prepare an application for filing and to formulate whatever briefs may be necessary for presentation at the FCC hearings.

It was indicated at the meeting that member companies of the Association will also make similar petitions indi-

(*Continued on page 6*)

20th-Fox Moves for Video Allocations

WASHINGTON, Aug. 2. — The Federal Communications Commission today was notified by 20th Century-Fox that it will shortly ask it to start proceedings to allocate frequencies for theatre television.

The film company said that on or before Sept. 2, it would present a full answer to the FCC queries on its theatre television plans and the minimum frequency requirements for nationwide, competitive theatre television, and that it would then estab-

(*Continued on page 6*)

Asks Congress to Omit Tax on Low-price Tickets

WASHINGTON, Aug. 2. — Congress was told today that while cutting the excise taxes back to pre-war levels will help a lot, small-town theatre owners really need elimination of any tax on admissions costing less than 30 or 40 cents.

Rep. Dewey Short, Missouri Republican, inserted in the *Congressional Record* a letter from R. D. Fisher of the Star Theatre at Willow Springs, Mo., who wrote that in June his net profit on an investment of over $30,000 was $186.25, while he paid $346.14 in Federal taxes—almost double his profit. On top of this 20 per cent tax, Fisher said, Missouri takes another two per cent.

Fisher pointed out that before July, 1940, there was no tax at all on admissions under 40 cents. Then, when Federal taxes were increased, the exemption was also dropped, he said.

(*Continued on page 6*)

Para. Salesmen to Aid in Promotions

First step in the implementation of a policy resulting from the conviction that "the best salesman is the best informed salesman" was announced here yesterday by A. W. Schwalberg, Paramount sales vice-president.

Schwalberg revealed that a new system of keeping Paramount sales personnel abreast of the latest showmanship developments so that they in turn may keep exhibitors in their territories informed, is getting under way.

He stated that as a result of last weekend's conference here with division managers, a steady stream of information, slanted showmanship-wise, will go out to branch managers, salesmen and bookers throughout the Paramount field sales organization.

Hughes Adds 8 Days to RKO Option Period

Atlas Gets 'Til Aug. 20 To Meet Fox Group's Bid

Howard Hughes yesterday extended until Aug. 10 the period in which Atlas Corp. can meet the bid of $6 per share for Hughes' 929,020 shares of stock of the new RKO Theatre company made by Matthew Fox, Cliff Work and Stanley Meyer.

It was reported without confirmation yesterday that Malcolm Kingsberg, RKO Theatres president, who holds a participation agreement with Atlas, wishes to meet the Fox-Work-Meyer bid and is endeavoring to raise an additional $1,000,000 to cover his end of the participation.

Kingsberg could not be reached for comment on the report.

The original deadline for Atlas to

(*Continued on page 6*)

Day-and-Date Plan For Film Festival

Elaborating yesterday on his suggestion made at Monday's open forum discussion here on Gael Sullivan's Film Festival proposal that "saturation bookings" might be substituted for the disputed clearance elimination provisions of the proposal, Ted R. Gamble, Theatre Owners of America board chairman, said a nationwide program of territorial day-and-date bookings during the festival month is what he had in mind.

Gamble explained that during the

(*Continued on page 6*)

Late News Flashes

HOLLYWOOD, Aug. 2.—On a motion by the Screen Actors Guild, all proposals submitted by representatives of eight talent guilds seeking agreement on a plan for administering jurisdiction over the television field were turned over to "working performers" for discussion tonight. Legal counsel and paid executives were excluded from the session.

•

Hollywood, Aug. 2.—Richard F. Walsh, president of IATSE, met to-

(*Continued on page 6*)

Personal Mention

Oscar Morgan, Paramount short subjects sales manager, is in Buffalo from New York.

•

Jack Katz, formerly associated with Dominion Theatres, is in New York for conferences with Paramount Theatres president Leonard Goldenson, prior to the former's taking over the direction of the Malco Theatres that were retained by Paramount.

•

Jules Levey and Mrs. Levey, Mrs. Henry Fonda, Elia Kazan and Mrs. Kazan, and Everett Crosby are among passengers arriving today from Europe on the *S. S. Queen Elizabeth.*

•

Eugen Sharin, president of Ambassador Films, will leave here today by plane for a two months' stay in Switzerland, Austria and Italy, to supervise the production of Ambassador musicals.

•

Edward La Rue, advertising-publicity director for Claughton Theatres, Miami, and formerly a manager for the Walter Reade circuit, is resigning to devote full time to free lance advertising.

•

Bernie Brooks, executive of Fabian Theatres, became a father for the third time yesterday. The new arrival, an 11-pound boy, gives the family two boys and a girl.

•

Albert M. Pickus, owner of the Stratford, Stratford, Conn., again his town's Community Chest drive chairman for 1950.

•

Herbert J. Yates, Republic president, is in New York from the Coast.

To Start Rehearsals

Ten days of rehearsal for "Guilty Bystander," which will be produced on location in New York and at the Fox Movietone Studios by Laurel Films, Inc. (Rex Carlton and Joseph Lerner) in association with Edmund L. Dorfman Productions, Inc., will begin next Monday at the Reeves Sound Studios.

Moran, 67, Comedian

Oakland, Cal., Aug. 2.—George Moran, 67, who with the late Charles E. Mack formed the famous comedy team known as "The Two Black Crows," died here yesterday at Highland Hospital following a stroke. Moran and Mack appeared in two films shortly before Mack was killed in an automobile accident in 1934.

John T. Lester, 68

Memphis, Aug. 2.—John T. Lester, 68, owner of the Park Theatre and former owner of the DeSoto and Georgia theatres, all in Memphis, was stricken suddenly with a heart attack and died at his home early this afternoon. Services will be held here tomorrow.

Dallas Tops E-L Schlaifer Drive

Final standings in Eagle-Lion's 26-week Jack Schlaifer testimonial sales drive were revealed here yesterday, with William J. Heineman, distribution vice-president, reporting that the drive "topped every advance estimate" during the period ending June 2. Cash prizes totaling $20,345 will be distributed, Heineman said.

The company's 31 exchanges were divided into three groups for the contest. Winners in the first group were Dallas, Chicago, Boston and Washington, in that order. Topping the second group were Charlotte, Cincinnati, New Orleans and Pittsburgh. In the third were Oklahoma City, Salt Lake City, Omaha and Albany, in that order.

$84,000 in Awards For 'American Credo'

Awards totaling $84,000 for the best presentation of the "American Credo" will be made by Freedom Foundations, Inc., in 15 categories, including 35mm. and 16mm films, it has been announced by Kenneth D. Wells, the group's executive vice-president. In addition, 10 awards of $1,500 each will be made to individuals or organizations who "outstandingly contribute to the observation and extension of the American Way of Life."

Schlaifer Agency for Gamble Enterprises

Charles Schlaifer and Co. has been appointed advertising agency and public relations consultant for all Ted Gamble enterprises.

The two companies which Schlaifer will represent are Ted Gamble Enterprises, with headquarters in Portland, Ore., and which operates theatres in Coos Bay, Hood River, North Bend and Portland; Akron and Steubenville, Ohio, and New Castle, Pa., and the Greater Indianapolis Amusement Co., operating first-run and neighborhood houses in the Indiana capital.

Miami Premiere for 'Hurricane' Today

Miami, Aug. 2.—Twentieth Century-Fox's "Slattery's Hurricane," which will have a three-theatre premiere in Miami tomorrow, will play day-and-date in 100 Florida theatres starting Thursday, in line with the company's policy of regional saturation campaigns. The releases are timed with the start of the Florida hurricane season.

Joseph F. Morrow, 52

Philadelphia, Aug. 2.—Joseph Francis Morrow, 52, a member of the M-G-M sales staff here since 1924, died last Friday at his home in Forty Fort, Pa. Funeral services were conducted yesterday at the Holy Name Church, Kingston, Pa. Burial was at St. Mary's Cemetery in Swoyersville. He was in the industry since 1913 and for many years represented M-G-M in Northeastern Pennsylvania.

Legislative Score: 2 Down, 2 to Go

Washington, Aug. 2.—Legislatures in only two states — Alabama and Massachusetts — are still in session, MPAA legislative representative Jack Bryson reports. Alabama is expected to quit in a few days. Ohio and New Hampshire have just recessed. So far this year, the film industry has fared extremely well in state legislatures, Bryson said.

GPE 3-Month Net Up to $317,756

Consolidated net income of General Precision Equipment Corp. and subsidiary companies for the three months ended June 30 amounted to $317,756, equal to 53 cents per share on outstanding common stock. This compares with consolidated net income of $297,952 for the three months ended June 30, 1948, or 50 cents per common share.

Consolidated net sales for the second quarter of 1949 totaled $7,505,491, compared with $6,721,103 for the corresponding period of 1948.

Directors of GPE yesterday declared a dividend of 25 cents per share on common stock, payable Sept. 15, to stockholders of record at the close of business on Aug. 25.

Monogram Leaders Off to Chicago Meet

Edward Morey, Monogram vice-president; Morey Goldstein, general sales manager, and Lloyd Lind, supervisor of exchanges, will leave New York tonight to attend a meeting of Monogram's franchise holders and branch managers set for Aug. 6-7 at the Drake Hotel, Chicago. They will be joined there by Steve Broidy, president; Harold Mirisch, vice-president; Harold Wirthwein, Western sales manager; L. E. Goldhammer, Eastern sales manager, and J. A. Prichard, Southwestern division manager.

Parks, Garrett Form Independent Firm

Louis Mandel Productions, Inc., has been formed for independent production in Hollywood, producer's representative Joel Preston disclosed here yesterday. Equal partners are actor Larry Parks, actress Betty Garrett and Mandel, their personal manager.

Benefit Show Aug. 6

Stars of the entertainment world will launch the "American Way Month" proclaimed by Mayor O'Dwyer, at a show, the first of a series of four to be held during the Skouras Theatres $50,000 drive for the benefit of the *N. Y. Herald-Tribune* fresh air fund, at the Skouras Astoria Theatre on Aug. 6. A special short, "This Is the American Way," will be shown during August.

Newsreel Parade

The U. S. Chiefs of Staff departing for Europe and the tragic plane crash in New Jersey are current newsreel highlights. Other items include an all-jet airliner, people in the news, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 62 — Dean Acheson denies arms to Europe would start war. Churchill the artist. Anniversary of Viking invasion in Britain. New Jersey: freak mid-air crash. Canada: rainmaker makes rain. New York: height queen contest. California: snowbird regatta. Two-year-old diver. Water ski show.

NEWS OF THE DAY, No. 296—U. S. chiefs to Europe for war aid talks. Vikings invade Britain. Artist Churchill. Mid-air crash. Real rainmaker. Longest bike race. Frontier days.

PARAMOUNT NEWS, No. 99 — One million hear Nehru on Communism. Danes re-invade Britain. Fatal air collision. U. S. retains international speedboat trophy. Turf classic.

TELENEWS DIGEST, No. 31-A—New Jersey air collision. Washington: Chiefs of staff leave for Europe. Churchill on vacation. All-jet airliner. Mexico: Indians of Totanaca tribe perform ancient and exotic dance. Davis Cup tennis. Relay race.

UNIVERSAL NEWS, No. 270—People in the news: Tom Clark and Senator McGrath. Chiefs of staff leave for Europe. Viking invasion reenactment. Tall girls. Rain-maker. Arlington classic.

WARNER PATHE NEWS, No. 101—People in the news: Tom Clark and Senator McGrath. Chiefs of staff. New Jersey plane crash. Pole sitter. Tall girls. Hair styles. Baby diver. Horse race. Great Americans: John Paul Jones.

MPEA Confers On German Operations

At a meeting of the Motion Picture Export Association, held here yesterday, members discussed operational, personnel and physical problems incident to the taking over by MPEA companies of independent selling and the establishment of an MPEA service organization in Germany after Jan. 1, 1950.

United Artists, which was not originally a signatory to the agreement extending the MPEA license in Germany to the end of 1949, has now authorized the MPEA to continue distribution of its released product in that country for the balance of this year.

Irving Maas, MPEA vice-president and general manager, reported at the meeting on the outcome of financial negotiations with the Army concerning Japan. The Army has tentatively agreed to raise from $200,000 to $1,600,000 the amount that Motion Picture Export Association members can take out of Japan in dollars during the current fiscal year, ending June 30, 1950.

Afternoon, Too?

Home office operators are greeting all incoming telephone calls with:

" 'Top o' the Morning,' Paramount Pictures."

This will go on throughout August.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

REVIEW REPORT OF MOTION
PICTURE RESEARCH BUREAU

ALL-TIME
HIGH!

Audience survey response sets new record at Loew's 72nd St. Theatre among the many Previews at this house!

LISTEN INDUSTRY! THIS IS IT!

M-G-M's BATTLEGROUND

CLIMAXING 25 YEARS OF ACHIEVEMENT!

Last week the M-G-M Studios rushed a work print of "Battleground" to New York and within a few hours the picture was put on the screen for Preview without preliminary notice at Loew's 72nd Street Theatre, a typical neighborhood house.

Motion picture history is in the making! The audience response, identical with earlier Previews in California, set a new high. The Motion Picture Research Bureau in an audience survey recorded the top mark of enthusiasm of all the many Big M-G-M attractions previewed at this theatre.

It is a happy circumstance that in our Anniversary Year, a period when good product is sorely needed, M-G-M's remarkable succession of hits is now topped by "Battleground." This mighty attraction, aptly called "The Big Parade of World War II" will have its World Premiere in November. We wanted the industry to know the good news now, that the BIGGEST movie of many years is on the way!

★

M-G-M presents "BATTLEGROUND" starring VAN JOHNSON • JOHN HODIAK • RICARDO MONTALBAN GEORGE MURPHY with Marshall Thompson • Jerome Courtland • Don Taylor • Bruce Cowling • James Whitmore Douglas Fowley • Leon Ames • Guy Anderson • Thomas E. Breen • Denise Darcel • Richard Jaeckel • Jim Arness Scotty Beckett • Brett King • Story and Screenplay by Robert Pirosh, Associate Producer • Directed by WILLIAM A. WELLMAN • Produced by DORE SCHARY • A Metro-Goldwyn-Mayer Picture

IN RECORD-BREA

“COME TO THE ST

SENSATIONAL “SNA

-AT THE RIVOLI

SET IT NOW FOR

LONG, LONG RUN!

There's No Business

KING HEAT WAVE

ABLE" IS PACING

KE PIT" BUSINESS

THEATRE, N. Y. C.

CRITICS HAIL A GREAT NEW HIT!

"I loved every moment of it!"
—Louella Parsons

"TOP RATING! Not since 'Going My Way' has the screen offered so beguiling a picture! High Comedy!"
—N. Y. Daily News

"Humorous, lighthearted, good entertainment!"
—Time Magazine

"You can't afford to miss it!"
—Hedda Hopper

"4 Bells for everybody everywhere!"
—Jimmie Fidler

"Will make you roar with laughter!"
—N. Y. Daily Mirror

Like 20th CENTURY-FOX *Business!*

Hughes Adds

(Continued from page 1)

indicate whether or not it would meet the $5,574,120 bid of Fox, Work and Meyer was to have expired yesterday. However, Floyd B. Odlum, head of Atlas Corp., contended that he had not had the full benefit of the consideration time specified in his option with Hughes, which is eight days following notification to Atlas of a firm and acceptable offer.

The Fox-Work-Meyer group and their associates have posted $1,500,000 in cash and have bank commitments for the approximately $4,500,000 balance of their bidding price, it is learned.

Presumably to avoid a dispute, Hughes formally presented all details of the Fox-Work-Meyer bid to Atlas, specifying that the eight-day consideration period should begin as of yesterday, instead of expiring at that time. If Atlas decides to meet the bid, it will have an additional two days in which to close the deal after next Wednesday.

Indications are that the Fox-Work-Meyer group consented to the new arrangement.

The bidding trio all are experienced in theatre operation, Fox having started in the industry with Skouras Theatres, Work having been West Coast division manager of RKO Theatres, prior to joining Universal as studio head, a post he resigned several years ago, and Meyer having been supervisor of Fox West Coast Los Angeles first-runs.

Late News Flashes

(Continued from page 1)

day with executive committees from 14 IATSE locals in preparation for opening negotiations with major studios to replace the pact expiring Aug. 10.

•

HOLLYWOOD, Aug. 2.—National Theatres presidents tonight concluded a two-day meeting with president Charles Skouras at circuit headquarters here, at which plans for the fall campaign, to be announced later, were the principal topic. General approval was given to a widespread inauguration of "junior admissions" which sets a price figure between child and adult divisions.

•

SAN FRANCISCO, *Aug. 2.—"The Red Shoes," in its third month at the Stage Door Theatre, has exceeded the records of "Hamlet" for both receipts and attendance. During the first nine weeks of its run, "The Red Shoes" maintained a weekly average of $7,847, topping the "Hamlet" figure of $7,776 for the same period.*

•

PHILADELPHIA, Aug. 2.—Less than a week after the New York Statutory Court's divorcement decision, Judge William H. Kirkpatrick of U. S. District Court here, has filed an order denying the motion of Warner Brothers and other distributor defendants to dismiss the motion of William Goldman Theatres, Inc., requesting that Warners be compelled either to dispose of its first-run theatres in Philadelphia or be prohibited from exhibiting any film produced by the other defendants.

•

LONDON, Aug. 2. — Spyros Skouras, 20th Century-Fox president, is tentatively expected here from Sweden during the next day or two. While Skouras undoubtedly will confer with J. Arthur Rank while here, the Rank Organization today repeated its complete categorical denial, first issued three weeks ago, of negotiations for sale of a half interest in Canadian Odeon Theatres to 20th-Fox.

•

London, Aug. 2. — Sir Henry French, director general of the British Film Producers Association, underwent a severe abdominal operation here today. Doctors subsequently described his condition as "reasonable."

•

WASHINGTON, Aug. 2.—The U. S. Circuit Court of Appeals for the District of Columbia handed United Detroit Theatres another setback today in its fight for a Detroit television station when the court denied Paramount subsidiary's protest against the FCC extension of the deadline for WXYZ to complete its Detroit television station.

MPAA Starts Move

(Continued from page 1)

vidually or at least ask to be heard at the hearings in support of channel allocations.

Since Sept. 2 is the date fixed by the FCC for receipt of responses to the questions it addressed to the Society of Motion Picture Engineers, and Paramount and 20th Century-Fox in relation to theatre television, it is expected that the MPAA petition to the FCC will be filed by that time, the MPAA said yesterday.

Designated to serve on the special sub-committee to implement the decision reached by the MPAA board were Edward T. Cheyfitz, chairman; Frank Cahill, Warner Brothers, and Theodore Black, Republic, with Jack Cohn, Columbia, and Sidney Schreiber, MPAA, named ex-officio members.

20th-Fox Moves

(Continued from page 1)

lish "the basic and immediate need for an allocation of frequencies for the use of theatre television."

Fox said "the report will be designed to permit the institution of an appropriate rule-making proceeding looking toward the allocation of frequencies for theatre television, and a request for such a proceeding will be made simultaneously with its submission."

Company officials indicated their hope that other segments of the industry would submit similar requests by Sept. 2 to the Commission.

The company's statement came in connection with a protest against FCC proposals to make certain television frequencies available for auxiliary service by television broadcast stations. Burden of Fox's argument was that such action—in the absence of any final FCC decision on the needs of theatre television—might take away frequencies that might later be needed for theatre video.

Asks Congress

(Continued from page 1)

"Now, almost four years after the war, if a rollback to the 10 per cent tax is all the cutback we're going to get, why I'd say we'll take it gladly and be grateful for the 25 to 50 per cent relief it grants us," Fisher wrote. "But it seems we should go a step further and set an exemption on admission prices of 30 or 40 cents, which will relieve the small-town and subsequent-runs where admissions are low."

Myers Pessimistic

(Continued from page 1)

prevent divorcement, why should they go to the extra expense?"

Myers said that an additional reason for believing the distributors would not use arbitration extensively was the fact that the U. S. Supreme Court and the government have always held that arbitration is an additional remedy in a dispute and does not waive the exhibitor's right to bring a lawsuit. "All the benefits are cut off for the distributor and there are no compensating advantages," he declared.

There never has been a time, the Allied official asserted, when the distributors have not been legally able to arbitrate—"they don't need any court order or any other sanction," he said. But, he added, during a six-to-eight-year period when Allied included optional arbitration clauses in its exhibitors' contract, Myers said he knew of only two or three cases where the distributors were willing to arbitrate.

Ball Wins Appeal

(Continued from page 1)

for and obtain said pictures equal to and in all respects the same as the opportunity afforded any other exhibitor."

The Circuit Court here also ruled that the defendants, Paramount, Loew's, 20th Century-Fox and Pennware Corp. be restrained from impairing or changing the playing position of the Penn Theatre which prevailed as of April, 1944, until further order of the court. The Appellate Court held that the burden of proof in awarding or withholding a run be borne by the distributors, citing Supreme Court Judge Douglas' opinion in the industry anti-trust case that distributors should have the burden of proving clearance reasonable.

New NEFC Unit

(Continued from page 1)

except Schwartz, who was represented by Mitchell Klupp.

Participating also in yesterday's discussions, which brought final revisions in all corporate papers, including the company's certificate of incorporation, were former Justice Department attorney Robert Wright, who is serving as legal consultant, Robert W. Coyne, David Fogelson of the New York law firm of Schwartz and Frohlich, Ben Trustman and Phil Harling.

Yesterday's meeting was described at its conclusion as the final one preparatory to the filing of a charter in Delaware. The new company's attorneys are expected to have all papers in final shape in about 10 days, with the filing of documents to take place at about that time.

U. K. Producers

(Continued from page 1)

on the surface, only highly paid executives are affected.

A significant passage in the BFPA's statement said that employes under contract will be dealt with individually. This is generally accepted as indicating a concerted drive on salaries of all executives, including sales managers and other home office personnel, in anticipation of the report of a government committee now investigating trade union allegations that such salaries impose an intolerable burden on production costs generally.

'Little Three'

(Continued from page 1)

ed all the relief it possibly could on the issues of roadshowing and franchises, in view of the U. S. Supreme Court's earlier pronouncements thereon.

Apart from those two practices, on which the Little Three feels the court afforded substantial relief, Universal had sought a clarification of uniform clearances, which was not offered by the court, and Columbia had urged the right to favor old customers, which the court did not grant.

No Obstacle to Roadshows

On roadshowings, the Little Three agree that what had been regarded as an illegal practice before, now is clearly approved provided price-fixing is not resorted to. They regard the ruling as no obstacle to road-showing, pointing out that many exhibitors will agree spontaneously to increase admission prices for road-show calibre attractions. In addition, the distributor is free to ask high guarantees for such attractions.

Although franchises are restricted to independent exhibitors for the purpose of increasing competition, some attorneys assert that is all they wanted from the court. Under the ruling, they said, franchises may be resorted to where large circuits refuse to offer equitable terms for product, as Universal did several years ago in the Southwest in advertising offers of product franchises to ex-service men and other independent theatre operators when it was unable to obtain acceptable terms from existing circuits.

No Appeal Planned

Columbia and Universal, likewise, have no complaint about the court's ruling that pictures may be sold in groups, providing the licensing of one is not conditioned on that of another. United Artists always has sold pictures individually.

Attorneys for the Little Three said that at this stage they have no intention of appealing, but their final decision, of course, will not be made until they see the form of order to be entered by the court next fall.

Day-and-Date Plan

(Continued from page 1)

particular Festival month—Sullivan has proposed next October—the companies operating under such a temporary day-and-date policy could perhaps release the best product they have to offer to individual territories, and then, after the pictures had run for a set fraction of the month, transfer them to different territories until rotation around the country had been completed. Thus, each distributor would be giving its "best" to the limit of available prints on a territory-by-territory basis.

TOA executive director Sullivan's Festival Plan will be submitted to the Aug. 30-31 all-industry public relations meeting to be held in Chicago, it was voted at Monday's forum discussion here, and it is possible that Gamble's day-and-date bookings suggestion will be introduced at the same time as an integral part of a Sullivan plan that very likely will be compelled to jettison its clearance elimination provisions. A committee is to be formed shortly to draft and submit at Chicago a Sullivan plan which will incorporate ideas and suggestions contributed at last Monday's New York forum.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 24 NEW YORK, U. S. A., THURSDAY, AUGUST 4, 1949 TEN CENTS

Higher MPEA Reich Surety In Prospect

Japan Deal Is Argument For Pending ECA Talks

WASHINGTON, Aug. 3.—Motion Picture Export Association's success in getting the U. S. Army to agree to allow it to convert part of the original cost of the films it is sending to Japan—in addition to out-of-pocket expenses—will provide a powerful argument for the industry in getting the Economic Cooperation Administration to agree to a similar arrangement in Germany.

Until now, both the Army and the ECA have been guaranteeing only out-of-pocket expenses. ECA's contract with the MPEA for film distribution in Germany expired on Aug. 1, and negotiations will probably start shortly on a new contract, retroactive to Aug. 1.

ECA has been going slow for several reasons—its 1949-50 fiscal year

(*Continued on page 6*)

Pathe Films for U. S. In 15 to 24 Languages

RKO Pathe is now producing several series of films for the United States Department of State, Jay Bonafield, vice-president of the company, reports.

These films, distributed throughout the world by the U. S. Information Service, are made in 15 to 24 languages, and each film is seen by an estimated 100,000,000 persons.

One series prepared by RKO Pathe for the Department is a monthly news magazine about American life and customs. Another consists of special news films about issues of vital concern to the United States. Included in this group are the inauguration of President Truman and a report on the

(*Continued on page 2*)

Strike Recommended By SPG's Council

The representative council of the Screen Publicists Guild unanimously voted a recommendation to the guild membership to call a strike against the major companies, at a luncheon-meeting held here yesterday.

A membership meeting will be called within 10 days to vote on the strike issue. Recent meetings of both sides with the Federal Conciliation Service have ended in an impasse.

20th-Fox Drive to Honor Managers; Will Run 18 Weeks

Launching of an 18-week 20th Century-Fox branch managers testimonial drive, starting Aug. 28 and running through Dec. 31, was announced here yesterday by Andy W. Smith, Jr., sales vice-president.

A. W. Smith, Jr.

Keynote of the drive, says Smith, will be a personal tribute to 20th-Fox branch managers resulting from the company's recent sales policy of stressing complete field autonomy and dealing on a local level.

In each of the 37 territories—31 in

(*Continued on page 6*)

MMPTA Names 3 For 'P.R.' Meeting

The Metropolitan Motion Picture Theatres Association has designated the following as a committee to represent it at the all-industry public relations meeting to be held at the Drake Hotel, Chicago, Aug. 30-31:

Leo Brecher, MMPTA president; Oscar A. Doob, executive committee chairman, and D. John Phillips, executive director.

Quality of Product Is Cited by Breen

Washington, Aug. 3.—Naming 43 new features as typical of the better releases to come from Hollywood, Production Code Administrator Joseph I. Breen has reported to MPAA president Eric A. Johnston that in the last three or four months "there have passed through our office 70 or 80 pictures which compare favorably with the best Hollywood has produced in years," particularly on the basis of entertainment quality.

Accent of the pictures, Breen said, is on farce or farce-comedy. "There seems to be a larger percentage of this type than since the termination of the war," he observed.

Court Orders Sale of Disputed Property

HOLLYWOOD, Aug. 3.—Lengthy litigation between Samuel Goldwyn and Mary Pickford as the principal owners of Goldwyn studio property appeared to be near an end today when Superior Judge Paul Nourse ordered the property under dispute to be sold for not less than $1,500,000.

Proceeds are to be divided between the owners. The court appointed three referees to conduct the sale, which is to be completed, if possible, before Aug. 31.

Justice Dept. Attorneys Start Decree Parleys

Department of Justice attorneys have begun conferences in Washington on the decree to be entered against the remaining six defendants in the Paramount suit.

Next conference there on the order which, it is understood, will concern itself only with divorcement and trade practices, is expected to be held next Tuesday. Considerations of divestiture are expected to be excluded for the time being.

The companies and the government have been directed to submit decree proposals to the New York Federal Court by Sept. 20. Assigned to the case by the Justice Department are Harold Lasser of New York and Phillip Marcus of Washington.

The Justice Department's deliberations are designed to prepare the

(*Continued on page 6*)

First TOA Grosses Bulletin Out Today

Theatre Owners of America headquarters here will begin mailing today to members across the country the organization's first bulletin cataloging on a regional basis the grossing performances of first-run pictures. The bulletins are expected to be issued weekly.

The organization has spent several months establishing the machinery whereby some 400 members in the field collate and submit to the New York office the necessary figures.

NEFC Sets Sept. 12 As Starting Day

Plan Board Meeting to Elect Officers Then

National Exhibitors Film Finance Corp., the new production financing organization, has set Sept. 12 as the date for the start of business operations.

Shortly before that date the company hopes to have all preliminaries to operation cleared so that stockholders may meet and elect directors, and directors may elect officers.

Indications are that Si Fabian, acting head of the organization, will be elected president. Sentiment appears to favor Ted R. Gamble for chairman of the NEFC board, but the latter is understood to be reluctant to serve be-

(*Continued on page 6*)

TOA to Prepare Convention Agenda

With 220 reservations already in from 32 states and the District of Columbia for the Sept. 12-15 annual Theatre Owners of America convention, to be held in Los Angeles, top TOA officials will meet here today to prepare an agenda for the meeting.

Today's conferees will include TOA president Arthur H. Lockwood, executive director Gael Sullivan, general counsel Herman M. Levy, executive committee member Robert W. Coyne, and assistant executive director Stanley W. Prenosil.

TOA said here yesterday that an anticipated attendance of more than 1,000 is assured from its 28 affiliates.

Drive-in Business in New England Up 30%

Boston, Aug. 3.—A survey of New England drive-ins indicates an increase in business of approximately 30 per cent over last year, exclusive of Connecticut. Drive-in operators attribute the rise to fine weather and warm evenings.

Drive-ins that opened this year report that business was good right from the start. At present there are approximately 60 drive-ins in this territory.

Personal Mention

EDWARD SMALL is scheduled to leave here for the Coast today.

●

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, has just concluded six speaking engagements before business men's clubs in Washington and has seven more lined up in the Northern California and Oregon area, ending Aug. 22.

●

REV. PATRICK PEYTON, CSC, director of the "Family Theatre," a religious radio program, was elected president of the Catholic Broadcasters Association at its second annual convention held at South Bend, Ind.

●

GAEL SULLIVAN, Theatre Owners of America executive director, has been made a deputy sheriff of the Los Alamos Atomic Energy Plant and an honorary member of the New Mexico State Police force.

●

JOHN T. McCARTHY, chief of the Motion Picture Association of America's international division, is due to arrive here from England on Aug. 10 aboard the *S. S. Queen Mary*.

●

Rutgers Neilson, RKO Radio publicity manager, has returned to New York from a two-week vacation at Atlantic City.

●

NATHAN D. GOLDEN, Department of Commerce film division chief, is in London from Rome and will return to Rome on Sunday.

●

SOL EDWARDS, SRO sales executive, left here yesterday on a trip to Boston, Chicago, Milwaukee and Minneapolis.

●

ROBERT J. RUBIN, Society of Independent Motion Picture Producers general counsel, will leave here for the Coast the middle of next week.

●

JEROME M. EVANS, Universal-International exploitation representative, is in Columbus from New York.

●

Victor McLeon, NBC television producer, is in Hollywood from New York in search of scripts and talent.

●

HAL ROACH is in New York from Hollywood.

Mrs. Fleischman Services

Funeral services for Gladys Fleischman, wife of Maurice Fleischman, former chairman of the board of directors of the New York Independent Theatre Owners Association, will be held at Riverside Memorial Chapel here tomorrow morning. Mrs. Fleischman died in Miami Beach on Tuesday.

John P. Carroll, 69

PROVIDENCE, Aug. 3.—John P. Carroll, 69, director of advertising for C. and F. Theatres, Providence, operating Fay's Majestic and Carlton, died suddenly today of coronary thrombosis while vacationing at Cape Cod, Mass.

Try 'Artificial' Moon To Up Drive-In Take

Grand Rapids, Mich., Aug. 3.—Drive-in business is better under the soft glow of a full moon, an accountant for a Midwest drive-in circuit discovered. In consequence, "artificial moonlight" to stimulate attendance is getting its first test at a drive-in theatre here.

Electrical engineers combined green and amber lights which produce a soft illumination comparable to a "harvest moon." Clyde Scherpness, local manager, says the new lights will be placed in 26 circuit drive-ins.

Kreisler Discussed Films with Pope

Pope Pius XII received B. Bernard Kreisler, film executive of New York City, in a recent private audience at the Vatican, to discuss religious, educational, cultural and commercial films for theatres, churches, homes, schools and television, according to word reaching here yesterday from the Italian capital.

Kreisler is visiting 16 European countries on a follow-up of his first post-war survey of the industry conducted in 1947-48 for the Harvard School of Business Administration. He is now introducing the International Film Associates plan in each country—a central co-operative pooling organization for European films in New York City.

Britain Selects 4 For Cannes Display

LONDON, Aug. 3.—British Film Producers' Association has selected for presentation at the Cannes Festival, beginning on September 2, the following feature films:

J. Arthur Rank's "The Passionate Friends," "Obsession," made by Nat Bronsten, independent, with Rank distribution; "The Third Man," Carol Reed production, British Lion distribution, and "Queen of Spades," an Anatole de Grunwald production, distributed by Associated British-Pathe.

Levey in Foreign Deals

Jules Levey, independent producer who returned here yesterday on the *SS Queen Elizabeth* from a seven-week tour of Europe, said he had laid the groundwork for several production and distribution deals in France and Germany. He declined any amplification of the deals. Levey will leave for Hollywood in two weeks to make further arrangements on the pending negotiations.

Documentary Screened

"Feeling All Right," an educational documentary produced by the State of Mississippi for a campaign against venereal disease, was screened here last night at the RCA Exhibit Hall. Columbia University Press is distributing the film nationally.

$500,000 Ad Budget Set for 'Heiress'

A promotional budget of $500,000 has been set for William Wyler's "The Heiress," to cover trade, consumer and "co-op" advertising, it is announced by Max E. Youngstein, Paramount advertising-publicity director.

Aid of exhibitors was enlisted in planning the campaign and a special field staff is being organized. Special screenings will be held for local "opinion-making" groups, and two national contests are to be tied in with the picture.

Interest in Festival Voiced by Johnston

Motion Picture Association of America president Eric A. Johnston is "looking forward" to discussing at the Aug. 30-31 all-industry public relations meeting in Chicago the Fall Film Festival proposed by Theatre Owners of America executive director Gael Sullivan, the former has indicated in a wire from Washington to Sullivan.

ABC Video to Show Ancient Film Hits

American Broadcasting has set an "ABC Library of Film Masterpieces" for television presentation during the balance of the summer.

The group to be "revived" includes: "The Swan," Lillian Gish and Marie Dressler; "10 Nights in a Bar Room," William Farnum; "Du Barry," Norma Talmadge; "Primrose Path," Clara Bow; "Tillie's Punctured Romance," Charlie Chaplin and Marie Dressler, and "The Covered Wagon," Alan Hale. In New York, the films will be telecast over WJZ-TV on Wednesdays at eight P. M.

Gamble Moving Here

Ted R. Gamble, who left here yesterday for Portland, Ore., plans to establish residence in New York next month and will make this city the headquarters of his theatre enterprises. He has circuits in Indiana, Ohio and Wisconsin and plans further expansion in the Midwest and possibly in the East.

Waller on Promotion

Tom Waller, who resigned recently as Motion Picture Association of America public relations manager in New York, is on a special assignment for the Little Baseball League and Emerson Yorke, producer, who has just completed a picture of the League's activities.

$14,000 'Rope' Opening

Paramount's "Rope of Sand" scored the biggest non-holiday opening at the Paramount Theatre here yesterday since "Blue Skies," grossing over $14,000, it is understood. "Blue Skies," which opened on Oct. 16, 1946, played nine weeks at the theatre.

Buying Films for Video

Cinetel Corp., film buying agency for television stations, has been formed here with E. T. Woodruff as president.

Short Subject

"Farming Pays Off"

(March of Time—20th-Fox)

The subject of farming is made both interesting and informative in this latest issue of March of Time. City folks may be surprised at some of the things they'll learn here.

They are told that the farmer struck it rich during the war and post-war years, but the downward trend has begun to set in. They'll see the degree of mechanization that has taken place in farming, and they will be introduced to the activities of government scientists at work helping farmers improve their stock and ease their chores. The subject is well balanced, but somehow one can't help wondering whether the majority of farmers who see this film will be able to identify themselves with the somewhat rosy state of affairs shown herein. The typical farmer's wife, for instance, is shown in a big kitchen, complete with electric stove, big refrigerator, two food freezers, a washing machine and such other efficient gadgets. Running time, 17 minutes.

Pathe Films for U. S.

(*Continued from page 1*)

Atlantic Pact. RKO Pathe has also completed an assignment for use by the Department in Korea.

Among foreign languages in which the shorts are released are: French, Italian, Spanish, Portuguese, Hindu, Arabic, Swedish, Danish, Turkish, Greek, Indonesian, Finnish, Persian, Norwegian, Dutch, Mandarin and Cantonese (Chinese), Hungarian and Polish. In addition to regular RKO Pathe personnel, foreign versions require the services of some 50 special translators, checkers, narrators and monitors approved by the State Department.

Supervisor of the projects for RKO Pathe is Dudley Hale. Working with him are Michel Collet and Adriana Musa. Master versions of the news magazine series are edited by Marie Montagne; William Thompson edits the foreign versions.

Set DeMille Tour Plans

CHICAGO, August 3.—Final plans were being arranged here today for the tour of Midwest cities to be made by Cecil B. DeMille with the Ringling Brothers-Barnum and Bailey Circus to gather background for his "Greatest Show on Earth." Jerry Pickman of the home office publicity-advertising staff arrived here yesterday for conferences with DeMille, who is due here Friday.

WMGM Star Series

WMGM's first of a series of 11 transcribed air shows, featuring stars of the stage and screen with Howard Dietz, vice-president and director of advertising, publicity as host, is set for Monday, Sept. 12, and is to be continued each Monday thereafter. Dietz will return from his European vacation on Sept. 10.

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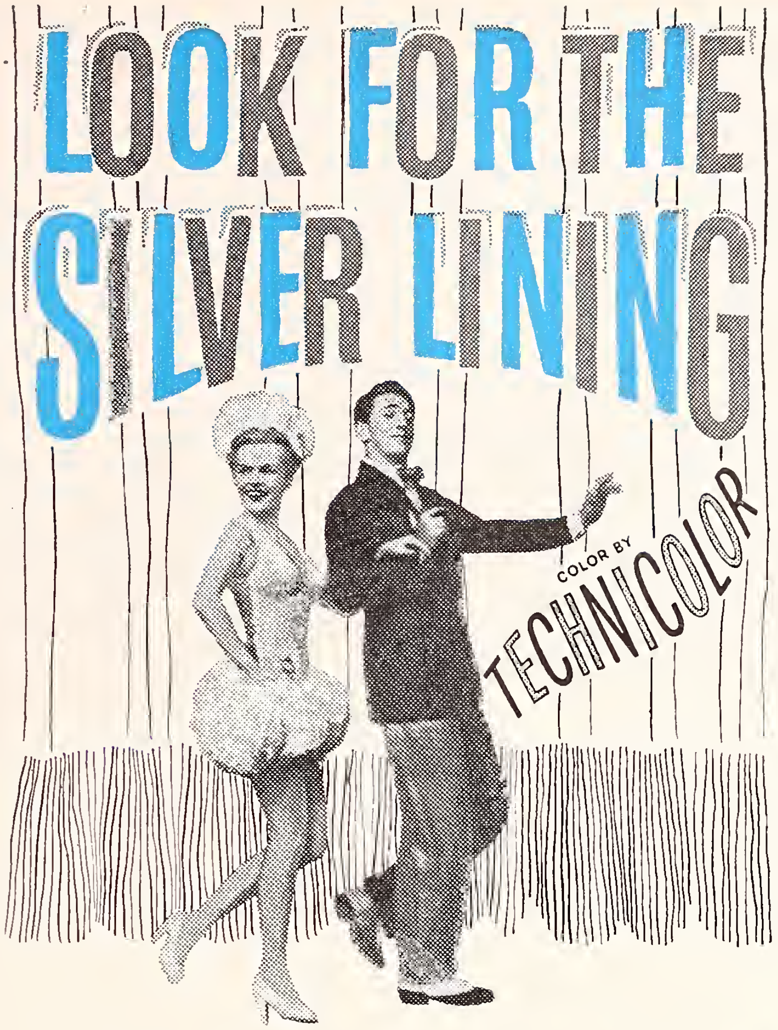
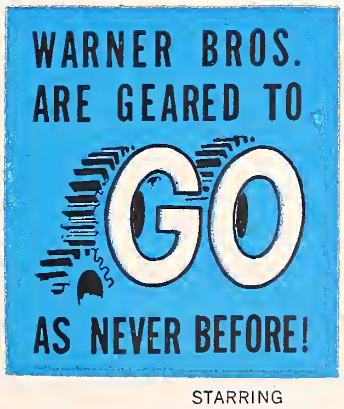

LOOK FOR THE SILVER LINING
COLOR BY
TECHNICOLOR

After Radio City Music Hall's longest run of the year and biggest gross of the year Warner Bros. ring up the golden curtain nation-wide!

← 6 Weeks!!
RADIO CITY
LOOK FOR THE SILVER LINING



WARNER BROS.
ARE GEARED TO
GO
AS NEVER BEFORE!

STARRING
"LOOK FOR THE SILVER LINING" JUNE HAVER · RAY BOLGER · GORDON MacRAE

directed by
DAVID BUTLER screen play by Phoebe & Henry Ephron and Marian Spitzer • from a story by Bert Kalmar and Harry Ruby • musical direction by Ray Heindorf produced by
WILLIAM JACOBS

Great! And The Industry Is W

GROW—AND GROW—AN

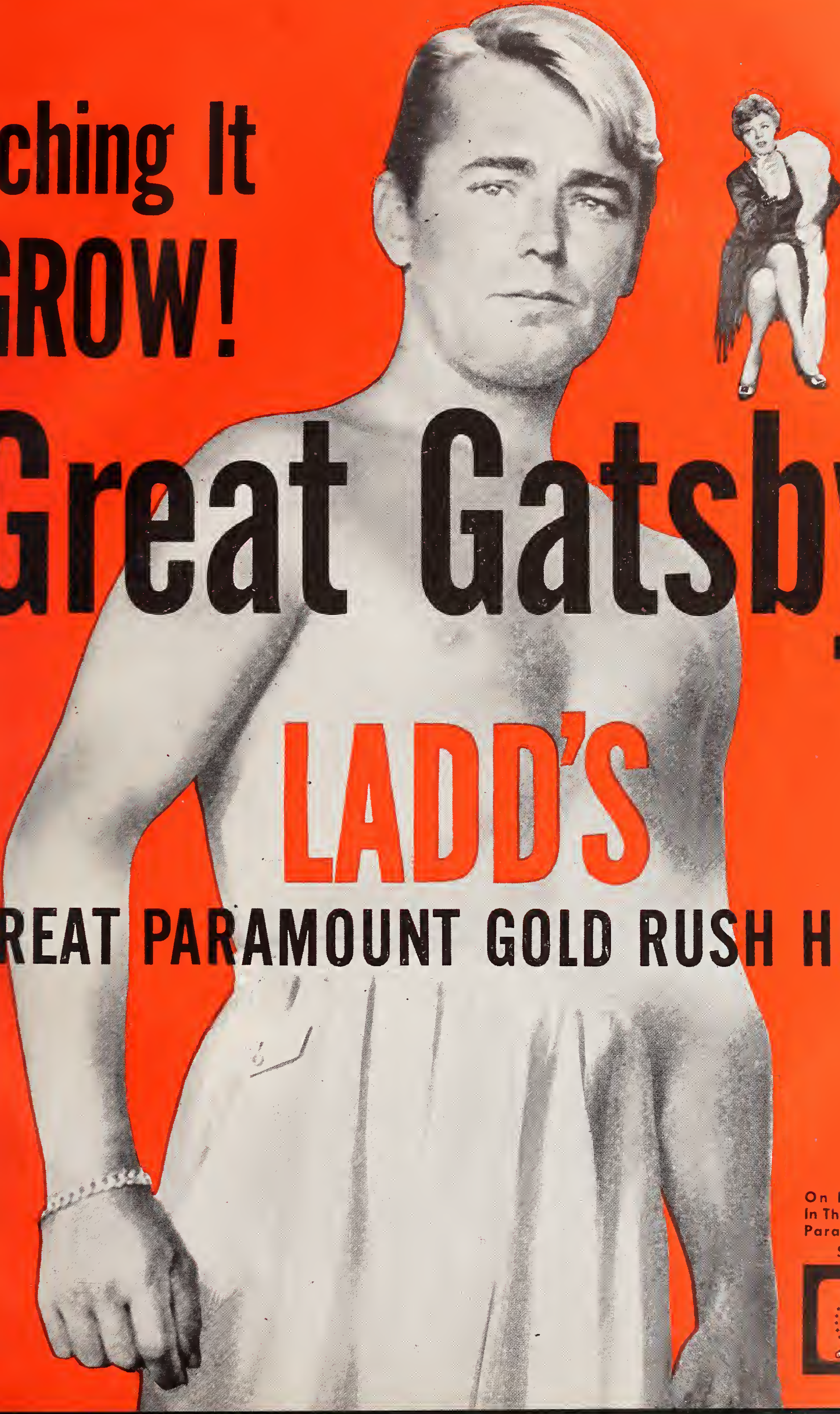
Released just this week—but already it holds the record for more signed contracts than any Ladd hit in history. That's proof showmen know the right picture for a top star when they see it.

Strong results all the way down the line in first engagements—spearheaded by a tremendous N. Y. Paramount run. Yes, the boxoffice jackpot will grow—and grow—and grow because, as the N. Y. Herald Tribune says:

"Its savage pace is irresistible!"

Alan Ladd · Betty Field · Macdonald Carey · Ruth Hussey · Barry Sullivan · Howard Da Silva in "THE GREAT GATSBY" with Shelley Winters · Produced by Richard Maibaum · Directed by Elliott Nugent · Screenplay by Cyril Hume and Richard Maibaum · From the Novel by F. Scott Fitzgerald and the play by Owen Davis

atching It GROW!



"Great Gatsby"

LADD'S

GREAT PARAMOUNT GOLD RUSH HIT!

On Every Screen
In The Land, During
Paramount Week
SEPT. 4-10

Paramount Pictures

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

of

JOHN FORD and MERIAM C. COOPER'S

presentation of

"SHE WORE A YELLOW RIBBON"

ALBANY .... Tues. Fox Screening Room, 1052 Broadway	Aug. 9	10:30 A.M.
ATLANTA .... Tues. RKO Screening Room, 195 Luckie St., N.W.	Aug. 9	10:30 A.M.
BOSTON .... Tues. RKO Screening Room, 122-28 Arlington St.	Aug. 9	10:30 A.M.
BUFFALO .... Tues. Motion Pic. Oper. Scr. Rm., 498 Pearl Street	Aug. 9	10:30 A.M.
CHARLOTTE .... Tues. Fox Screening Rm., 308 S. Church Street	Aug. 9	10:30 A.M.
CHICAGO .... Tues. RKO Screening Rm., 1300 So. Wabash Ave.	Aug. 9	10:30 A.M.
CINCINNATI .... Tues. RKO Screening Rm., 12 East 6th Street	Aug. 9	10:30 A.M.
CLEVELAND .... Tues. Fox Screening Rm., 2219 Payne Avenue	Aug. 9	2:30 P.M.
DALLAS .... Tues. Paramount Screening Rm., 412 S. Harwood St.	Aug. 9	10:30 A.M.
DENVER .... Tues. Paramount Screening Rm., 2100 Stout Street	Aug. 9	10:30 A.M.
DES MOINES .... Tues. Fox Screening Rm., 1300 High Street	Aug. 9	10:30 A.M.
DETROIT .... Tues. Blumenthal's Screening Rm., 2310 Cass Ave.	Aug. 9	10:30 A.M.
INDIANAPOLIS .... Tues. Universal Screening Rm., 517 N. Illinois St.	Aug. 9	10:30 A.M.
KANSAS CITY .... Tues. Paramount Screening Rm., 1800 Wyandote St.	Aug. 9	10:30 A.M.
LOS ANGELES .... Tues. RKO Screening Rm., 1980 S. Vermont Ave.	Aug. 9	10:30 A.M.
MEMPHIS .... Tues. Fox Screening Rm., 151 Vance Avenue	Aug. 9	10:30 A.M.
MILWAUKEE .... Tues. Warner Screening Rm., 212 W. Wisconsin Ave.	Aug. 9	10:30 A.M.
MINNEAPOLIS .... Tues. Fox Screening Rm., 1015 Currie Avenue	Aug. 9	10:30 A.M.
NEW HAVEN .... Tues. Fox Screening Rm., 40 Whiting St.	Aug. 9	10:30 A.M.
NEW ORLEANS .... Tues. Fox Screening Rm., 200 South Liberty St.	Aug. 9	10:30 A.M.
NEW YORK .... Tues. Normandie Thea., 53rd St. & Park Avenue	Aug. 9	10:30 A.M.
OKLAHOMA CITY .... Tues. Fox Screening Rm., 10 North Lee St.	Aug. 9	10:30 A.M.
OMAHA .... Tues. Fox Screening Rm., 1502 Davenport St.	Aug. 9	10:30 A.M.
PHILADELPHIA .... Tues. RKO Screening Rm., 250 N. 13th Street	Aug. 9	10:30 A.M.
PITTSBURGH .... Tues. RKO Screening Rm., 1809-13 Blvd. of Allies	Aug. 9	10:30 A.M.
PORTLAND .... Tues. Star Screening Rm., 925 N.W. 19th Avenue	Aug. 9	10:30 A.M.
ST. LOUIS .... Tues. RKO Screening Rm., 3143 Olive Street	Aug. 9	10:30 A.M.
SALT LAKE CITY .... Tues. Fox Screening Rm., 216 E. 1st South St.	Aug. 9	10:30 A.M.
SAN FRANCISCO .... Tues. RKO Screening Rm., 251 Hyde Street	Aug. 9	10:30 A.M.
SEATTLE .... Tues. Jewel Box Screening Rm., 2318 Second Ave.	Aug. 9	10:30 A.M.
SIOUX FALLS .... Tues. Hollywood Thea., 212 N. Phillips Avenue	Aug. 9	10:30 A.M.
WASHINGTON .... Tues. Fox Screening Rm., 932 New Jersey Avenue	Aug. 9	10:30 A.M.

MPEA-Reich Surety

(*Continued from page 1*)

appropriation has not yet cleared Congress, it has been trying to work out some formula on exactly how much of costs it should guarantee, and it has been waiting for the outcome of the mid-August elections in Germany. Under the ECA law, any informational media guarantee must be approved by the participating country. After mid-August, this decision in Germany will probably be made by the German government rather than the military. The Germans may also have a voice for the first time in exactly what pictures are to be supplied under the ECA guarantee.

ECA officials admit that future guarantees will undoubtedly be larger than those in the past. So far, MPEA has received a contract for $457,000 for its German operations. Several MPEA members and other companies have filed for guarantee contracts on their own.

20th-Fox Drive

(*Continued from page 1*)

the U. S. and six in Canada—the managers' testimonial will be locally supervised and conducted, without any dictation of any kind from home office "brass," but with the co-operation of branch personnel and exhibitors.

Each branch will set up its own committee with its own local rules and regulations. In each territory the campaign will be dedicated to and carry the name of the local manager.

Smith revealed that the decision to substitute this personal branch manager testimonial for the company's annual sales drive was made after exhibitors had requested an opportunity to participate in a campaign designed to personally honor local exchange heads.

Smith said that since the establishment of the new sales policy, "we have experienced a sales and booking bonanza that has boosted our volume on this year's 'A' pictures to 11,455 contracts more than we sold in the corresponding period of 1948 on the same type of pictures. Bookings on this year's 'A' releases total 21,695 more than the total for the same period of 1948," he added.

The company's advertising, publicity and exploitation departments, under vice-president Charles Einfeld, are working with sales on plans and suggestions for the testimonial.

Those who will be honored locally during the testimonial are: Sam Diamond, New York; J. M. Connolly, Boston; Sieg Horowitz, Philadelphia; Ben A. Simon, New Haven; Dan Houlihan, Albany; Glenn Norris, Washington; Welden Waters, Pittsburgh; Charles Kosco, Buffalo; I. J. Schmertz, Cleveland; Joseph Rosen, Cincinnati; Joseph J. Lee, Detroit; Tom O. McCleaster, Indianapolis; Gordon Halloran, St. Louis; Ralph Pielow, Jr., Des Moines; Joseph Neger, Kansas City; Moe A. Levy, Minneapolis; Joseph E. Scott, Omaha; V. J. Dugan, Denver; Charles L. Walker, Salt Lake City.

Also, Chilton Robinett, Seattle; Charles F. Powers, Portland; Alex Harrison, San Francisco; Clyde W. Eckhardt, Los Angeles; Tom Gilliam, Chicago; Jack Lorentz, Milwaukee; Phil Longdon, Dallas; Marion W. Osborne, Oklahoma City; Mark Sheridan, Jr., New Orleans; Tom W. Young, Memphis; Fred Dodson, Atlanta; John E. Holston, Charlotte; Peter Myers, Toronto; Edward English, Montreal; R. G. March, St. John; Joseph H. Huber, Winnipeg; Vernon M. Skorey, Calgary; James E. Patterson, Vancouver.

25-Cent Warner Dividend

Dividend of 25 cents per share, payable Oct. 5, to stockholders of record on Sept. 9, was declared here yesterday by Warner Brothers' board of directors.

Hollywood

Hollywood, Aug. 3

UNIVERSAL - INTERNATIONAL will start six pictures during August, high point for the company. . . . Vincente Minnelli is to direct Lana Turner in "A Life of Her Own" for M-G-M. . . . Samuel Goldwyn has commissioned Julius J. and Philip G. Epstein to co-write and co-direct "Folly and Farewell."

•

William T. Lackey, former Paramount producer and member of the wartime U. S. Office of Censorship, has been signed by Republic as an associate producer. . . . Oscar Boetticher will direct "Wolf Hunters," the second in Lindsley Parsons' Monogram series starring the dog Chinook.

•

Robert L. Lippert has engaged Joe Sawyer to produce his original, "Operation Haylift." . . . Sid Rogell has assigned Richard Fleischer to direct RKO Radio's "Gravesend Bay."

NEFC Sets

(*Continued from page 1*)

cause of pressure of other business.

Revisions in the proposed charter for the company, ordered by the executive committee meeting here Tuesday, are expected to be completed in 10 days, when incorporation papers will be filed in Delaware. Efforts are being made to submit certificate forms to the Securities and Exchange Commission at an early date so that NEFC stock may be registered and issued without delay.

Indications are that charter holders will number about 40, each subscribing for $100,000 of stock. Commitments have been accepted or applications received for a total of $3,800,000 up to now, it is reported. With primary financing for producers from other sources, and with studio rental charges and other production cost deferments, the initial amount is regarded as ample to finance approximately $10,000,000 of production.

Start Decree Talks

(*Continued from page 1*)

findings of fact and conclusions of law in accordance with the New York court's opinion. These will be matched when completed with defense findings and conclusions and agreement then will be sought on the form of order to be entered by the court.

Defense attorneys have not yet begun work on their findings and conclusions.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 25 NEW YORK, U. S. A., FRIDAY, AUGUST 5, 1949 TEN CENTS

Walsh, Majors Open 'IA' Pact Parley Today

Security Demands in Fore Of Studio Contract Talks

HOLLYWOOD, Aug. 4.—First meeting between IATSE president Richard F. Walsh and the majors' studio labor committee on a contract to replace the pact which expires on Aug. 10 will be held here tomorrow, with the union expected to concentrate efforts on procuring seniority clauses and other features assuring employment security roughly tantamount to that enjoyed under the closed shop agreement outlawed by the Taft-Hartley Law.

IATSE also will seek agreement in principle on establishment of a pension system, to be worked out in detail later. Pact about to expire is the basic contract, covering fundamentals such as jurisdiction, bargaining rules, working conditions and essential principles, and it is expected an agreement on these matters will be reached without extended negotiations.

Wage issues, together with others

(*Continued on page 4*)

Univ. May Produce In U. K.: Seidelman

LONDON, Aug. 4.—Joseph H. Seidelman, Universal vice-president and foreign manager, told a press conference here today that his company's plans for utilizing its frozen sterling balance for British production are well advanced.

Seidelman said that stories, casts and other production arrangements will be discussed with Earl St. John of the J. Arthur Rank production organization when the latter arrives in New York on Aug. 15.

The Universal foreign head spent

(*Continued on page 4*)

SMPE Will Seek an Industry TV Meet

WASHINGTON, Aug. 4.—The Motion Picture Association of America is asking the SMPE to attempt to convene an all-industry meeting to make a "united front" request to the Federal Communications Commission for theatre television frequencies.

Edward T. Cheyfitz, chairman of the MPAA television subcommittee,

(*Continued on page 4*)

Propose Guilds Be Partners in Video

Hollywood, Aug. 4.—Representatives of Eastern and Western talent guilds were in session here tonight considering a partnership-type plan for jointly administering jurisdiction in the television field. The plan, worked out by working members of the eight guilds, would set up the Screen Actors Guild and Screen Extras Guild as one partner, with the other six guilds comprising the other partner.

No Tax Cut Before Next Year: Truman

WASHINGTON, Aug. 4.—President Truman said flatly today that it will be at least next year before Congress reduces the admission tax and other excises.

The President did not give too many reasons to back up his statement. He merely told his weekly press conference that he had told Congressional leaders that excise reductions would require a great deal of work by the Treasury, House Ways and Means Committee and Senate Finance Committee, and added that Congress would not get around to the question until the next session. The President left little doubt that he had passed the word along to the "Big Four": Vice-President Barkley, Senate Majority Leader Lucas, Speaker Rayburn, and House majority leader McCormack, that there was to be no action on excises this year.

Truman was not asked whether he would veto an excise tax-cutting bill if it were passed this year. This remains a possibility, though not great.

Warners Reports a Nine-Month Profit Of $7,363,000

Warner Brothers Pictures, Inc., and subsidiary companies report for the nine months ended May 28 a net profit of $7,363,000 after provision of $4,900,000 for Federal income taxes, compared with $10,321,000 for the corresponding period last year, after provision of $7,400,000 for Federal taxes.

The net profit for the nine months is equivalent to $1 per share on 7,295,000 shares of common stock outstanding. Net profit for the corresponding period last year was equivalent to $1.41 per share.

Prior to Aug. 31, 1948, the close of the last fiscal year, film rentals, and costs and expenses of the principal subsidiary companies operating in foreign territories were included in the consolidated profit and loss but the equity in undistributed earnings of those companies was deducted in arriving at the net profit of the combined companies. Thereafter only the American companies' share of the foreign film rentals which was remittable in dollars has been included in the consolidated income account.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the nine months ending May 28, 1949, amount-

(*Continued on page 4*)

3-Year Screen Guild Pact for Greenblatt

HOLLYWOOD, Aug. 4.—Screen Guild president Robert L. Lippert has announced a three-year contract for Arthur Greenblatt, who took over as general sales manager in June on the expiration of Francis Bateman's tenure. Greenblatt is now enroute to New York by way of Dallas and New Orleans.

"Top O' the Morning"

[*Paramount*]—**Bingo for Bing**

BING CROSBY reverts to modern dress here after his two expeditions into costume—mostly so in "The Emperor Waltz," and entirely so in "A Connecticut Yankee"—and the return to the Crosby norm is a happy circumstance.

The nonchalant, easy-going and always pleasant Bing appears more at home in "Top O' the Morning" than in his last brace of pictures. The scene of the charm this time is the famed and fabled Emerald Isle which, at once, means legend and superstition, brogue and delightful sense of humor, colleens and love as well as the inevitable suggestion of the "little people," fancily known as leprechauns.

But "Top O' the Morning" is not a fantasy. It is excellent and earthly Crosby against a background of irresistible Irish jigs and traditional airs, plus two new Johnny Burke-James Van Heusen numbers accurately fabricated for Bing's style and destined for nationwide humming. One

(*Continued on page 3*)

Skouras Would Buy All of Odeon, Canada

Deal Denied but Trade Expects an Agreement

By PETER BURNUP

LONDON, Aug. 4.—Despite persistent denials by the Rank Organization of discussions of a sale of part or all of Canadian Odeon Theatres to 20th Century-Fox, it is learned that J. Arthur Rank has personally made overtures to Spyros P. Skouras, 20th-Fox president, which have been answered with a bid by the latter.

Skouras arrived here today from the Continent and will consult further with Rank on the matter at once. If an agreement is reached, Skouras, who plans to leave here for Paris on Sunday, thereafter flying directly to New York, would leave details of the closing to Otto Koegel, 20th-Fox general counsel, who is here from New York, and G. I. Woodham-Smith, counsel for Rank.

Skouras's bid for all or part of Canadian Odeon includes a guaranty

(*Continued on page 4*)

May Ask More Time For N. Y. Decrees

WASHINGTON, Aug. 4.—Department of Justice attorneys said today that the government may be unable to complete its proposed findings and decree in the industry anti-trust case by Sept. 20, the date set by the New York statutory court in its opinion handed down last week.

Government attorneys have held meetings on the findings already and will continue them but the volume of work to be done makes it extremely unlikely that it will be completed by the September deadline. Adding to

(*Continued on page 4*)

Mono.-AA Schedules 48 for 1949-50

CHICAGO, Aug. 4.—Monogram and its subsidiary, Allied Artists, are scheduled to make 48 features during the 1949-50 season, it will be announced here tomorrow by Steve Broidy, president.

Forty of these will be made under the Monogram banner and eight, two

(*Continued on page 3*)

Ginsberg Sets Eight More for Production

HOLLYWOOD, Aug. 4.—Eight productions will go before Paramount cameras before the end of 1949, Henry Ginsberg, vice-president in charge of production and studio operations, announced here.

Ginsberg said that completion of the year's product clears studio decks for preparation of 1950 product, preliminary planning for which has been going on for months.

Bing Crosby's next, '"Mr. Music," will go before the cameras in September, with Richard Haydn directing, and Robert Welch producing. George Stevens, director, makes his debut at Paramount during September with Theodore Dreiser's "An American Tragedy." William Wyler will start production-direction chores on another Dreiser story, "Sister Carrie," in October. The screenplay is being written by Ruth and Augustus Goetz.

Bob Hope, now working in "Where Men Are Men," goes to work in October on "The Big Fish." Alan Ladd is already at work in "Postal Inspector," and on completion of this he will start in "Eagles of the Navy," with William Bendix. John Farrow will direct. Barbara Stanwyck and Walter Huston will go before the cameras in November for Hal Wallis' "The Furies," based on the Niven Busch novel. Robert Siodmak will direct.

Canada Unlikely to Cut Film Imports

OTTAWA, Aug. 4.—Notwithstanding rumors and speculation that the Canadian Government will soon tighten import controls by further restricting imports of films and theatre equipment because of the worsening of the dollar situation, it is learned here that there is no such intention.

If any general import cuts were considered, it is understood here that there would not be any drastic cuts for films or theatre equipment.

TOA Heads Huddle On Convention Plans

Theatre Owners of America president Arthur H. Lockwood, executive director Gael Sullivan, general counsel Herman M. Levy, executive committee member Robert W. Coyne and assistant executive director Stanley W. Prenosil conferred here all day yesterday on an agenda for the Sept. 12-15 annual TOA convention to be held in Los Angeles.

'Bovary' Runs 115 Minute

Running time of Metro-Goldwyn-Mayer's "Madame Bovary" is 115 minutes and not 94 minutes as inadvertently stated in a review of that production which was published in these columns last Monday.

Audio Press Reception

The Audio Engineering Society will hold a press reception Tuesday afternoon at the Hotel New Yorker to announce the first "Audio Fair," to be held at that hotel on Oct. 27-29.

Personal Mention

ERIC JOHNSTON, who is vacationing at Spokane, will leave there next week for Hollywood. EDWARD T. CHEYFITZ, his special assistant, will leave Washington Sunday by plane to join the MPAA president in Hollywood.

•

J. A. WALSH, head of Paramount's branch operations, will leave here today for Los Angeles, with visits scheduled for branches in San Francisco, Portland, Salt Lake City, Denver and Kansas City.

•

NEWTON E. MELTZER, Telenews program development director, and MRS. MELTZER have returned here from a motor tour of Quebec, Maine and the Gaspe Peninsula.

•

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general sales manager, are scheduled to return to Toronto today from New York.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will be in New Haven today from Boston, with visits to Buffalo and Albany scheduled for next week.

•

VI HOMER, M-G-M studio publicist, and LEE WEBBER will be married tomorrow in Hollywood and will leave for a week's honeymoon at Santa Barbara.

•

NORMAN SIEGEL, Paramount studio advertising-publicity director, will arrive in New York from the Coast over the weekend.

•

JESSE HILL, secretary to PHIL GERARD, Universal-International Eastern publicity manager, is vacationing in Hollywood from New York.

•

JERRY ADAMS, M-G-M branch manager at Washington, and MRS. ADAMS are visiting her parents in San Francisco.

•

JIM ALEXANDER, Universal-International assistant manager in Mexico, is the father of a baby boy born Monday at Mexico City.

•

RUSSELL HOLMAN, Paramount Eastern production chief, will leave here Sunday for Hollywood.

ELLIS ARNALL passed through Washington yesterday, en route to Georgia for the week-end.

•

ANDY ANDERSON, former office manager of the Atlanta Eagle Lion branch, has joined Columbia in the same capacity, with MISS MARTHA CHANDLER, former E-L booker, moving up into the vacated post.

•

ED DALEY, former manager of E. M. Loew's Capitol Theatre, Providence, has been appointed manager of that circuit's Center Theatre at Pawtucket.

•

ALLEN SPARROW, Loew's Southern district manager at Atlanta, is managing Loew's Palace, Memphis, while CECIL VOGEL is vacationing.

•

HOWARD LE SIEUR, United Artists advertising-publicity director, and ALFRED H. TAMARIN, publicity head, will leave here today for the Coast.

•

ALAN HEID, formerly with Paramount's sales organization, has joined Monogram-Allied Artists as salesman in charge of Southern Utah.

•

ROBERT MCNULTY, manager of the Warwick Theatre, Marblehead, Mass., and MRS. MCNULTY are the parents of a daughter.

•

EUGENE MOULAISON, former treasurer of Loew's Orpheum at Boston, is assistant manager at Loew's State, Providence.

•

JACK HENSON, Universal-International office manager and head booker at Indianapolis, is in New York on a vacation.

•

ADOLPH ZUKOR will leave Hollywood tomorrow by plane for New York.

•

ARTHUR SCHWARTZ, CBS-TV producer, is en route to Hollywood from New York.

•

BERNIE RUBIN, head of Imperial Pictures, Cleveland, is in New York.

•

JULIUS GORDON, of the Jefferson Amusement Co., Beaumont, Texas, is in New York.

ITOA Names Three For 'P.R.' Meeting

Harry Brandt, president; Max A. Cohen, vice-president and chairman of the public relations committee, and Morton Sunshine, executive director, will represent the Independent Theatre Owners Associaiton at the all-industry public relations conference at the Drake Hotel in Chicago on Aug. 30-31.

New Lamont Drive-In

ALBANY, N. Y., Aug. 4.—Harry Lamont has completed plans to build a 750-car drive-in, with bathing beach and picnic grounds, two miles East of Poughkeepsie, at a cost of $125,000. Construction is expected to start soon.

Utah Gets First Art House; Crowe Lessee

SALT LAKE CITY, Aug. 4.—First foreign language art film theatre in Utah will open in September in the new Film Center Building.

The 100-seat screening room will be known as the Cinema Art Theatre. Gordon Crowe, Salt Lake advertising executive, leased the room for nights.

DeVry Sales Increase

CHICAGO, Aug. 4.—The largest sales of motion picture sound equipment in the 36-year history of DeVry Corp. is reported by W. C. DeVry, president. Backlog of orders for 16 mm. equipment alone is reported at approximately $2,500,000.

Raibourn to England On 'Frozen' Dollars

Paramount vice-president Paul Raibourn was in Washington yesterday on what was regarded as official business in connection with the trip he is scheduled to make to England on Aug. 10. It was reported here yesterday that Raibourn, one of the companys' fiscal experts, will arrive in London by plane on Aug. 11 to examine possibilities for the company's utilization of its frozen money.

It was indicated, however, that Raibourn's visit to England has additional purposes, one being an examination of British theatre television. Raibourn is in charge of Paramount's theatre television operations here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
'Rope of Sand'
HAL WALLIS' Production Starring
BURT LANCASTER - PAUL HENREID
CLAUDE RAINS - PETER LORRE
and introducing Corinne Calvet
PARAMOUNT TIMES SQUARE
In Person
TEX BENEKE
And His Orchestra
plus CY REEVES
RUDY CARDENAS
Extra VIC DAMONE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATRE, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The LOUIS de ROCHEMONT production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
A FILM CLASSICS RELEASE
Air Conditioned ASTOR Broadway & 45th St.

Loretta YOUNG
Celeste HOLM in
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

DAN DAILEY - ANNE BAXTER
"YOU'RE MY EVERYTHING"
A 20th Century-Fox Picture - Technicolor
On Variety Stage - Bob Crosby - Sid Stone
On Ice Stage - Carol Lynne - Arnold Shoda
ROXY 7th Ave. & 50th St.

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SEC Reports Light Film Stock Trading

WASHINGTON, Aug. 4.—Daniel M. Sheaffer has bought 1,000 shares of Universal common, bringing his holdings to 2,007 shares, according to a report issued here today by the Securities and Exchange Commission.

The report, covering recent trading by officers and directors of film companies in their companies' stocks, revealed extremely light trading in film industry stocks by company executives.

Columbia vice-president Jack Cohn bought 100 common shares for his trust accounts, to bring his trust holdings to 19,157 shares, in addition to 49,068 shares held personally. Loew's bought 200 shares of Loew's Boston Theatres common, increasing its total to 124,935 shares. Robert E. Hannegan reported that he owned 426 shares of 20th Century-Fox common when he became a director of that company.

Film Goodwill Tour Stars Baxter, Jessel

Carrying out company policy to improve public goodwill for the industry, 20th Century-Fox star Anne Baxter and comedian-producer George Jessel appeared in Milwaukee before the Wisconsin Theatre audience Wednesday night to promote the "better" side of Hollywood.

Last night Miss Baxter made an appearance at the Oriental in Chicago, where 20th-Fox's "You're My Everything" had its Midwest premiere, and cited outstanding product coming from the studios.

Extend Schine Record Inspection in Suit

Defendants Schine Theatres and the major distributors have been granted an additional 30 days from Aug. 1 for inspection of records supplied by plaintiffs Auburn Capital Theatre Corp. and exhibitor Hubert P. Wallace in the $2,500,000 triple-damage anti-trust action filed early this year. Federal Judge Sylvester Ryan granted the time-extension yesterday in U. S. District Court here.

Margaret O'Brien to Col.

HOLLYWOOD, Aug. 4.—Margaret O'Brien will go to Columbia upon the expiration of her M-G-M contract next month, according to a Columbia statement. She is slated to appear in "City Girl," an adaptation of Herman Wouk's novel, "Citv Boy." Richard Berger will produce.

Vaudeville at Boston

BOSTON, Aug. 4.—The RKO Boston Theatre today started showing eight acts of vaudeville, direct from the Palace in New York, combined with motion pictures. The new policy is expected to be in effect for 40 weeks.

WBEX Joins ABC

Radio station WBEX, Chillicothe, O., will affiliate with ABC, effective August 14, as a member of its basic network. WBEX is owned by the Shawnee Broadcasting Co.

Garland at Studio

HOLLYWOOD, Aug. 4.—Judy Garland arrived here today from Boston to discuss plans for a forthcoming picture with M-G-M executives.

"Top O' the Morning"

(*Continued from page 1*)

is a ballad, "You're in Love With Someone"; the other, sort of setting the pace for the Edmund Beloin—Richard Breen story, is the title song.

It appears the Blarney Stone has been stolen. The awful impact of the crime need not be belabored. The villagers near and by Blarney Castle are in a dither. The Cork police are mystified. Barry Fitzgerald, local police sergeant, sees his chance for fame and determines to ferret out the criminal.

From America comes Crosby, investigator for an insurance company facing a $500,000 loss. His job is to set matters straight, which means locating the missing stone. The adventures he encounters and the romance he strikes with very attractive Ann Blyth, Fitzgerald's daughter, comprise the story. Perhaps it couldn't have happened. Plausibility is not this attraction's strong point, but charm and a lingering heart-warming quality most definitely are.

Bing is up to his usual standard, which requires no analytical experting after all these years. He sings and he wisecracks. In his inimitable style he always rolls with the dramatic and romantic punches. Miss Blyth is especially good and, of course, there is Fitzgerald in a role tailored to the last nicety. Hume Cronyn, as the eventually-proven villain, is very good and the other supporting players lend the proper degree of color and atmosphere.

David Miller's direction reflects understanding of the subject matter and, in all respects, is on the button. Robert L. Welch produced.

Running time, 100 minutes. General audience classification. Release date, Sept. 5.

RED KANN

"Slattery's Hurricane"

(20th Century-Fox)

THEATRE patrons will find no dearth of pinprick tension and excitement in "Slattery's Hurricane," a drama centering around the Navy's storm-warning service operating off Florida's twister-hit coast. At the core of most of the action is a romantic quadrangle involving Richard Widmark, Linda Darnell, Veronica Lake and John Russell. Andre de Toth directed for sheer emotion-rousing effect.

When the story opens, both Widmark and Russell, former Navy pilots, are still engaged in aviation, the former as a chauffeur-pilot for an importer and the latter with the Navy as a hurricane-hunter. Russell is married to Miss Darnell, who was a former sweetheart of Widmark, and when the two meet again, old emotions begin to stir and thus complications start. Matters are made even worse by the fact that Miss Lake is now in love with Widmark. After considerable involvement, conflicting matters are happily cleared up. Along the way to the ending, all of which takes place in flashback, Widmark, in substitution for Russell, makes a dangerous mission through a hurricane and wires back life-saving information.

Herman Wouk and Richard Murphy wrote the screenplay, which also involves a narcotics-smuggling angle. While the action elements of the story are very good, and realistic. the romantic angles are mostly along standard lines. William Perlberg, who produced, had the cooperation of the Navy, Air Force and the U. S. Weather Bureau in all of the hurricane scenes. The film was based on an original by Wouk.

Running time, 83 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Increase in Studio Employment, Wages

Hollywood, Aug. 4.—Employment in studios rose to 75.9 per cent in June, from 74.1 in May, on the California Bureau of Labor Statistics scale which regards the 1940 average as 100. Average weekly earnings in June were $98.85, which compares with May's $95.55.

Mono. Sets 48

(*Continued from page 1*)

of which will be filmed in England, are scheduled for AA.

Broidy will reveal the product lineup to sales executives, franchise holders and branch managers, attending the companies' annual sales meeting at the Drake Hotel.

Executives on hand for the meetings are Harold Mirisch, Edward Morey, M. R. Goldstein, Harold Wirthwein, L. E. Goldhammer, J. A. Prichard, Sol Francis, Lloyd Lind and Mel Hulling. Company franchise holders attending are Howard Stubbins, Arthur C. Bromberg, William Hurlbut, Herman Rifkin, Harry Berkson, Charles W. Trampe, Irving Mandel, Ben Williams, Nate Schultz and George West.

Tierney Assistant Treasurer Of Monogram International

James J. Tierney has been named assistant treasurer of Monogram International. He will also continue his duties as manager of the company's foreign exchanges.

Tierney was previously with the old Monogram Pictures Corp.

Warner Releases Davis

HOLLYWOOD, Aug. 4.—Bette Davis, in a telegram to the press, announced that a release from her Warner contract was signed by that studio today.

Freedom Productions Sets First Picture

HOLLYWOOD, Aug. 4.—A new production company, Freedom Productions, has been formed here by Edward and Robert Golden, and Jack Wrather, with its first film, "Guilty of Treason," to begin shooting at Nassour Studios next month.

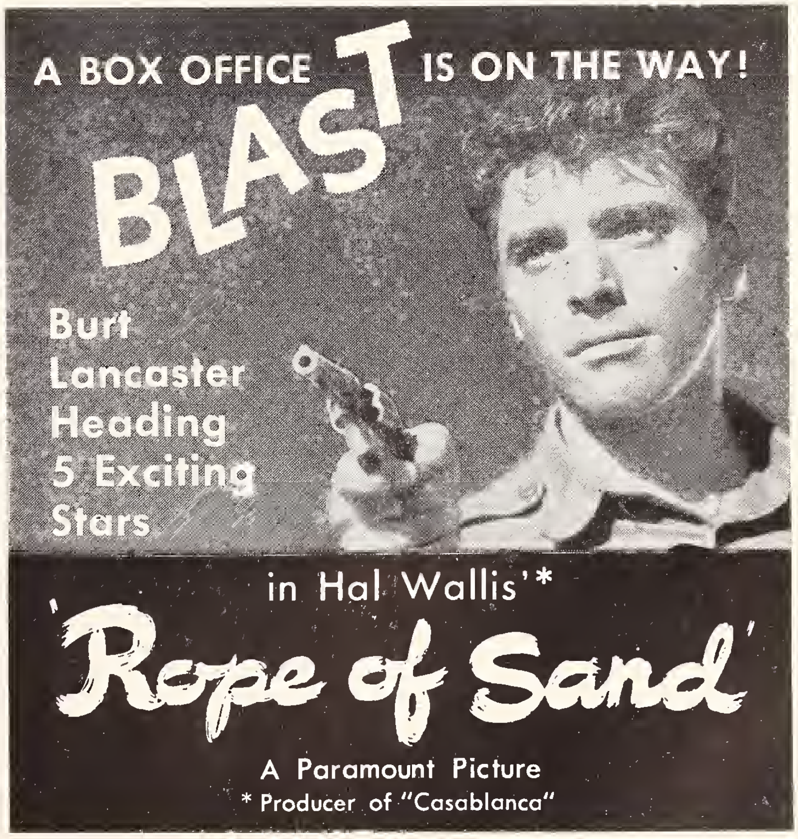
Felix Feist will direct the picture, which is based on the book, "As We See Russia," and adapted by Emmett Lavery. The trial of Cardinal Mindszenty will be a focal point of the story, it is said.

Correction

WASHINGTON, Aug. 4.—The $1,823,000,000 listed as 1948 film industry corporate sales, in a Department of Commerce report published in these columns on July 28, were actually sales made in 1946. The $1,574,000,000 sales reported for 1947 were for 1945, and the $1,483,000,000 listed for 1946 were for 1944. No figures are available for 1947 and 1948, Commerce reporting that totals for those two years will be released later.

Wage-Hour Law Stands

WASHINGTON, Aug. 4.—The Administration has given up all attempts to broaden wage-hour law coverage to take in larger retail and service establishments, including large theatres.



'IA' Pact Parley

(*Continued from page* 1)

commonly handled with individual locals, need not be settled by the stated date. The thorniest problem is believed to be the seniority proposal, the chief question being whether the rule, if adopted, could legally apply to the major studios collectively.

Credits Walsh Intervention For 'Lab' Peace Prospects

Optimism that an agreement will be reached in the conflict between Eastern film laboratories and technicians, without recourse to a strike, was expressed here yesterday by John J. Francavilla, president of Motion Picture Laboratory Technicians, Local No. 702, IATSE. Francavilla took the hopeful view in light of IATSE international president Richard F. Walsh's intervention at the request of the company president. He said that the decision of the company heads to negotiate, instead of their subordinate officers, was in effect a union victory.

Walsh, who is on the Coast now, will meet with company heads during the latter part of next week or early in the following week. Francavilla stressed that the local's officers and membership are solidly behind the "IA's" settlement efforts.

The position of the union with regard to demands is unchanged, Francavilla said, adding that if a satisfactory settlement is not reached, the local's strike machinery, still intact, is ready to be put into operation.

Industry TV Meet

(*Continued from page* 1)

said he had suggested to Donald Hyndman, head of the SMPE television committee, that the SMPE ask the Theatre Owners of America, Allied States, the Pacific Coast Conference, the SIMPP and other groups to attend such a meeting in the near future. The MPAA, of course, would attend.

Cheyfitz said that such a meeting would be designed primarily to interest these other groups in taking concrete action at this time to get theatre television frequencies. He said he hoped that a joint petition to the FCC might result, but that the meeting might even favor a separate petition from each group.

A spokesman for the SMPE in New York said yesterday that the organization started in 1944 to press for a "united front" in the industry in behalf of theatre television, and since then always has been prepared to act in that direction.

Univ. May Produce

(*Continued from page* 1)

the last three days viewing all of Rank's recent product with a view to making allocations of that product between Universal and Eagle-Lion. He said, however, that the primary purpose of his visit here is to insure British playdates for the 15 features which Universal will offer here this season.

Seidelman, who plans to leave for New York by plane on Sunday, told the press that Universal is not concerned now with Academy Awards or psychological essays and instead is planning to provide the public with the screen fare it is demanding. His remark made a profound impression, a typical comment being that "Someone in Hollywood at last is talking show business horse sense."

Reviews

"Abbott and Costello Meet the Killer"

(*Universal-International*)

FANS of Abbott and Costello should be well satisfied with two slapstick gentlemen's latest effort, which abounds in zany farce and the type of far-fetched situations that result in belly-laughs. The comedy-melodrama follows the usual loose-jointed A. and C. formula. The comedy-melodrama in this one, with a host of suspects, including Boris Karloff who loiters in and out of sequences garbed in the attire of a swami. Promotion-wise showmen should find ample exploitation angles in this production.

Costello plays the part of a bellboy at a resort hotel with Abbott the house detective. Upon the arrival at the hotel of a criminal lawyer who is about to publish his memoirs, things happen fast. The lawyer is killed and incriminating evidence is planted in Costello's room. From this point on it becomes a running farce, with the two boys trying to get rid of the evidence, which is constantly piling up on them. In time, two more murders occur, with Costello, "the fiend," then accused of all three.

The screenplay, by Hugh Wedlock, Jr., Howard Snyder and John Grant, reaches its climax in a rendezvous which Costello holds with the killer in a cavern, where there are scenes of Costello coming close to falling into a bottomless pit time and again. Charles T. Barton's direction gives the boys free rein for their madcap antics. Robert Arthur produced, from a story by Wedlock and Snyder. Others in the cast include Lenore Aubert and Gar Moore.

Running time, 84 minutes. General audience classification. For August release.

M. H.

"The Blue Lagoon"

(*Rank—Universal-International*)

A HANDSOMELY-framed adventure drama of many attractive qualities is offered in J. Arthur Rank's "The Blue Lagoon." It tells the story of a young boy and girl, who along with a grown-up companion, survive a sea disaster and land on a deserted mid-Pacific island. The varied experiences that overtake them form the basis of the story. Outdoor scenes of nature in moments of placidity as well as destructiveness have been admirably photographed in Technicolor. Unlike many British pictures whose appeal is frequently restricted to selective audiences, this one can fit into almost any situation where adventure romances go.

In time the grown-up castaway is killed in a fall, leaving the children alone to face their first maturing experiences. The years roll on and the children grow up. When finally a boat strays to the shores of the little island the couple's hopes of liberation are dashed as they come to their first realization of the corruption of man. Eventually the couple decide to marry and perform the ceremony in their necessarily primitive way with a parrot as a witness. By the time the finale rolls around and they set sail for the civilization beyond the horizon there is a third member of the family.

Aside from the picture's appeal as a parable it derives a dramatic force from its cumulative suspense and sequences of violence. Jean Simmons, the Ophelia of Rank's "Hamlet," portrays the grownup girl with a physical grace and innocence that matches her delicate facial beauty. Donald Houston is effective playing the male lead. A Sidney Gilliat-Frank Launder production, it was based on a novel by H. de Vere Stacpoole. Launder directed and did the screenplay in collaboration with John Baines and Michael Hogan.

Running time, 101 minutes. General audience classification. Set for August release.

M. H.

"Sky Liner"

(*Screen Guild-Lippert*)

Hollywood, Aug. 4

THERE are three murders, committed by as many murderers, in this melodrama in which the action takes place principally aboard a TWA Constellation winging from New York to Los Angeles. Figuring in the proceedings are two foreign diplomats, a lady spy on State Department payroll, an FBI man, two fugitive killers, two elopers, and several more passengers, and the picture generates suspense by keeping the identity of the killers secret. A large cast with a number of exploitable names turns in evenly matched performances, and the production, by and large, gives value received

The script was written by Maurice Tombragel from an original story by John Wilste. Action follows the shadowing of a lady spy employed as secretary in the State Department, who is aboard the plane with her accomplice, for the purpose of selling U. S. Government secrets to a foreign diplomat who's on his way to attend a pan-Asiatic conference. That's near enough to recent press headlines to warrant use of ad copy which at once suggests itself.

Produced by William Stephens and directed by William Berke, the cast includes Richard Travis, Pamela Blake, Rochelle Hudson, Steven Geray, Greg McClure, Michael Whalen and George Meeker.

Running time, 60 minutes. General audience classification. Release date, not set.

Scott Here for Filming

Zachary Scott has arrived in New York from Hollywood to start rehearsals on "Guilty Bystander." He will appear opposite Faye Emerson. Supporting cast will include Mary Boland, Sam Levene, J. Edward Bromberg and Juanita Hall. The picture will be directed by Joseph Lerner and will be shot entirely in New York.

Trailers for Fund Drives

HOLLYWOOD, Aug. 4.—Special trailers for the Girl Scouts and National Community fund drives are being prepared by M-G-M under the direction of Frank Whitbeck, head of the studio's trailer department. The Girl Scout project will star Margaret O'Brien, with Van Johnson featured in the Community Fund film.

Skouras Would Buy

(*Continued from page* 1)

of continued playing time for British pictures by the circuit. It also provides for the acquisition by 20th-Fox of the Gaumont Theatre, Haymarket, not the Odeon Leicester Square. Presumably, the transfer of the Gaumont Theatre here to 20th-Fox would not involve any dollar exchange problem in view of the American company's important stock holdings in Gaumont British. This would not be true in the case of Odeon's Leicester Square.

Terms of the Skouras bid could not be learned but one unconfirmed report was that it involved an exchange of 20th-Fox's Gaumont-British stock for Rank's Canadian Odeon shares, in any proportion up to the total amount of the latter. Because of Britain's monetary restrictions, 20th-Fox cannot realize anything, even dividends payable to it, on its G-B investment. Such would not be the case if the investment were transferred to Canadian Odeon.

Many informed persons here expect to see the deal implemented despite the fact that it is meeting with some opposition from John Davis, Rank's chief adviser, who is insisting upon retaining a directorship in Canadian Odeon in the event a sale is consummated, and who is reluctant to see a collapse of his grandiose scheme for a British film empire.

More Time for Decree

(*Continued from page* 1)

the delays will be upcoming vacations of government and defense attorneys, who will have to be consulted frequently.

Indications are it will be just as difficult for defense attorneys to complete their findings and proposed decree within the time allotted by the court and it is not expected there would be any difficulty in getting an extension of time with both sides petitioning for it.

There have been no "feelers" on consent decrees from theatre-owning companies as yet. Lawyers pointed out that in the event consent decrees were arrived at with Loew's, 20th Century-Fox and Warners, the entire 11-year old Paramount case would end with a court decree against the "Little Three" only—Columbia, United Artists and Universal—which never were involved in the major issue of the case—divorcement.

Warners Profit

(*Continued from page* 1)

ed to $101,242,000. Current balance sheet lists cash on hand as $17,092,605, total inventories at $37,701,732, and total current and working assets at $62,189,555, with total current liabilities listed at $17,323,019. Total income is listed at $106,871,571, and cost and expenses at $94,608,403.

Profit before Federal taxes on the nine months' income was $12,263,168. Earned surplus as of May 28 was $54,593,516. Total assets of the company are listed at $166,338,073.

David Rose Coming

LONDON, Aug. 4.—David Rose will leave here on Aug. 13 on the *S.S. Queen Elizabeth* to arrange financing and line up stars for his second British production. His first, now shooting, received financing from the government's film financing company here.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 26 NEW YORK, U. S. A., MONDAY, AUGUST 8, 1949 TEN CENTS

MGM Product Program Set For 1949-50

Mayer, Schary Outline Plans for New Pictures

HOLLYWOOD, Aug. 7.—All pictures planned for Metro-Goldwyn-Mayer's releasing season of 1949-50 are completed, in production or are in various stages of preparation, it was disclosed by Louis B. Mayer, executive head of the studio, and Dore Schary, in charge of production, following a week of meetings between Mayer, Schary and the studio executive staff headed by E. J. Mannix, general manager. Prior to the meetings both Mayer and Schary had extensive conferences in New York during the past month with Nicholas M. Schenck, president of the company.

At the time of the sales conference at the studio in February, Schary announced 64 pictures which the company planned to make. Fifty-nine have either been filmed, are before

(*Continued on page 7*)

Bidding 'Probably Illegal', Says NCA

MINNEAPOLIS, Aug. 7.—Competitive bidding is "certainly immoral, and, probably illegal," in the opinion of North Central Allied, according to a bulletin mailed this weekend to NCA members by executive counsel Stan Kane.

"Some of the film companies in some situations have taken the position that they are compelled to call for bids because the U. S. Supreme Court threw out mandatory competitive bidding," the bulletin says.

Kane's bulletin says, "we think that

(*Continued on page 7*)

New 20th-Fox Aid to Small-town Showmen

In line with 20th Century-Fox's policy to help small-town theatre operators, Jonas Rosenfield, advertising manager, has announced that a special campaign supplement will be prepared for them on all important pictures, the supplement to be in addition to the regular press book. It will contain publicity copy and art, ads and exploitation ideas, all prepared with the small-town exhibitor's needs in mind. Rosenfield said that the first of these supplements will go out as a separate insert with the press books on "House of Strangers."

Skouras Talks Deal For Canadian Odeon

LONDON, Aug. 7.—Spyros Skouras, 20th Century-Fox president, described proposals for purchase by his company of all or part of Canadian Odeon Theatres from J. Arthur Rank as continuing in an extremely fluid state, following a lengthy conference here with Rank on Friday. Accordingly, any statement at this time would be premature, Skouras said.

The 20th-Fox president and Mrs. Skouras left here today for Paris to attend the company's sales meeting there and will leave for America by plane immediately afterward.

Details of working out the proposed acquisition by 20th-Fox of the Gaumont Haymarket Theatre here are being left to William Kupper, London representative of the company.

Johnston to Europe On ECA Program

WASHINGTON, Aug. 7.—The Motion Picture Association of America reported here at the weekend that MPAA president Eric Johnston will probably head an ECA mission leaving for Europe next month to survey ECA's film and other information media, and other aspects of the ECA recovery program.

The MPAA said Johnston plans to accept an invitation from ECA Administrator Paul Hoffman to take the job. Johnston is a member of the ECA

(*Continued on page 7*)

Five MPAA Films To Venice Festival

Washington, Aug. 7.—Five Motion Picture Association of America member-company pictures will be exhibited at the 10th annual film festival which opens this week in Venice, the MPAA reports here. They are: 20th-Fox's "Snake Pit," Walt Disney's "Three Caballeros," Warners' "Johnny Belinda" and "Look for the Silver Lining," and M-G-M's "The Secret Land."

House Unit to Probe Webb-Pomerene Act

WASHINGTON, Aug. 7.—The staff of the House Judiciary sub-committee investigating monopoly will study and make recommendations on the need for limiting or outright repealing the Webb-Pomerene Act.

Other subjects to be studied are: possible ways to speed anti-trust cases through the courts, higher fines and penalties in anti-trust cases, and the entire subject of concentration and integration.

This was announced here on Friday by Chairman Celler as his sub-committee finished its first round of hearings on the need for tighter anti-trust laws. Celler said that the staff would have its recommendations ready by the end of October, and then hearings would be reopened

TOA Will Ask Ban on Theatre Films for TV

Video Unit Will Seek Convention Resolution

HOLLYWOOD, Aug. 7.—Theatre Owners of America's television committee will seek at the organization's Sept. 12-15 annual convention here a resolution demanding that producers and distributors refrain from making available to television any picture produced primarily for theatre use.

The television committee, headed by Mitchell Wolfson, co-owner of the Wometco Circuit, Florida, also will urge participation in an all-industry request to the Federal Communications Commission for allocation of band frequencies for nationwide theatre television.

The Motion Picture Association of

(*Continued on page 7*)

Alger Percentage Suits are Settled

CHICAGO, Aug. 7.—The Alger percentage accounting suits filed by the eight major distributors in Cook County Superior Court last April 25 were officially concluded on Friday by the entry of an order filed by a motion by counsel Miles Seeley, representing the distributor-plaintiffs. Although it is understood an out-of-court cash settlement was made, there was no record in the court nor any statement by either party as to the terms or the yielder in the suit. The defendants did not appear before the court.

The case was originally filed in U. S. District Court here in Nov., 1947

(*Continued on page 2*)

Harry M. Lowenstein Dies at Las Vegas

Theatre Owners of America headquarters here received word at the weekend of the sudden death at the Flamingo Hotel in Las Vegas, N. M., of Harry M. Lowenstein of Ardmore, Okla., one of the founders of the organization, and a member of its executive committee and board of directors. Lowenstein had had a heart condition for the past few months. He was planning to leave next week for

(*Continued on page 2*)

Exhibitors of US Dwarf UK's in Power: Lachman

Compared to American exhibitor organizations, the British theatre associations are virtually powerless when it comes to dealing with distributors, Allied Theatre Owners of New Jersey president Edward Lachman declared here at the weekend following his return by plane from a six-week visit in England and France.

Edward Lachman

The distributors have the whip - hand in Britain, Lachman reported, and he said that while England's exhibitors are far

(*Continued on page 2*)

Austria Moves to Set Up Quota Law

Reported Austrian attempts to make importers of U. S. product share part of the financial load of the hard-hit Austrian film industry have been thwarted thus far, Irving Maas, vice-president and general manager of the Motion Picture Export Association, reports here.

However, the latest Austrian measure to come up for consideration embodies the Austrian government's issuance of 260 quota certificates to domestic producers, each of whom could get from 15 to 40 such licenses depending on the quality and nature of his productions. The producers, it is understood, would be free to sell the

(*Continued on page 7*)

Screen 'Hurricane' In Air for Press

Sixty leading representatives of the press, magazines, radio networks and newspaper syndicates will be the guests of the Navy Department and 20th Century-Fox on Aug. 11 at an airborne premiere of "Slattery's Hurricane" to be held in the world's largest commercial-type plane. The picture will be shown above New York in the Navy's new 168-passenger *Lockheed Constitution*, which will arrive here Wednesday from Patuxent, Md., for the event.

The group will be picked up by Navy transportation in front of the New York Roxy Theatre, where the picture will have its official Metropolitan premiere on the following day, and will be taken to Floyd Bennett Field for the event. The group will also see the Navy's short documentary, "Weather at War."

Truman to Speak on Barrymore Program

Hollywood, Aug. 7.—President Truman will be the first speaker heard on an Academy-sponsored radio program Aug. 15 honoring Ethel Barrymore on her 70th birthday and commemorating her 50 years on stage and screen.

Eleanor Roosevelt, W. Somerset Maugham, Herbert Bayard Swope, Bing Crosby, Lionel Barrymore, Lynn Fontanne and Alfred Lunt will be other speakers on the half-hour program, which will be broadcast over ABC network and the Armed Forces Radio.

New 20th-Fox Unit Under SPG Banner

The Screen Publicists Guild has organized the foreign-version department at 20th Century-Fox's home office into an SPG unit, Len Goldsmith, SPG business manager disclosed at the weekend. The department edits and adapts dialogue for overseas distribution. It is the first foreign-version department to be organized by the SPG. The union filed a petition for certification at the weekend.

Sopeg Wins Union Shop Vote at Col.

A National Labor Relations Board election at Columbia's home office at the weekend to determine whether employes want union membership as a condition of employment was won by the Screen Office and Professional Employes Guild. The vote was 193 in favor of union membership and 54 against.

IMPPA Joins Council

Hollywood, Aug. 7.—Independent Motion Picture Producers Association will be inducted into the Motion Picture Industry Council next Wednesday night, the ninth organization to join.

Kemp to Realart

Carl Kemp, formerly Eagle-Lion branch manager at Indianapolis, has joined Realart there as a salesman.

Personal Mention

HUGH OWEN, Paramount Eastern and Southern division manager, and Clyde Goodson, Atlanta manager, will return here today from a tour of branches in Albany, Buffalo, Boston and New Haven.

•

Leon J. Bamberger, RKO Radio Radio sales promotion manager, will return here today from a vacation at Fire Island.

•

Jack Carter of *Woman's Home Companion* magazine will return here today from a vacation.

•

Perry Lieber, RKO Radio studio publicity head, has returned to the Coast from New York.

•

Robert Long, Warner auditor, is in San Francisco from New York.

ISADOR M. RAPPAPORT, Baltimore exhibitor, has been appointed Baltimore Tent No. 19 representative on the board of directors of the Variety Club-Will Rogers Memorial Hospital.

•

Ted R. Gamble, Theatre Owners of America board chairman, who is now in Milwaukee, will leave there shortly for Portland, Ore., from where he will proceed to Los Angeles for the mid-September annual convention of the TOA. He is not expected back here until after the convention.

•

Edward A. Sargoy of Sargoy and Stein, and Mrs. Sargoy have announced the engagement of their daughter, Janice Ellin, to Richard Harvey Rosenberg of Riverdale, N. Y.

Sattler at Charlotte Starts Tour Today

Paramount's New York branch manager Myron Sattler, accompanied by Al Kane, assistant division manager, will arrive today in Charlotte on the first leg of a tour for the company's "Gold Rush of '49" sales campaign which will take them to Jacksonville, New Orleans and Atlanta.

Meetings with branch personnel will be held at each stop, with exhibitors to participate in discussions on showmanship. Slated to appear are Roy Smart, Kincy Theatres; Leon Netter, Florida State Theatres; W. A. Prewitt, Allied Theatres of Louisiana; Max Connett, Theatre Owners of Mississippi, and Robert Wilby of Wilby Theatres.

TOA Rates 29 in First B.O. Report

Theatre Owners of America reports box-office ratings on 29 current features by members in the East, South and Midwest in its first bulletin inaugurating its picture performance service to members. Product from 10 distribution companies is represented in the confidential report.

The reports do not include pictures in release more than 60 days. The Far West was not included in the first report, it was explained, because too few returns had been received from that area. Classifications of pictures range from a top designated as "Big," to "Suitable for second feature only." Four of the 29 films got the top rating, none the lowest rating.

Albany and Troy, NY Set 'Fabian Month'

Albany, N. Y., Aug. 7.—Mayor Erastus Corning of Albany, and Mayor John J. Ahern, of Troy, have issued proclamations designating August as "Fabian Theatres Month", honoring Fabian's 35th anniversary. Mayor Ahern's proclamation underlined the patriotic and community services of Fabian houses, their comfort and beauty, and revenue and jobs for the city of Troy.

Exhibitors of US

(*Continued from page* 1)

better off organized than they would be if unorganized, their associations must necessarily look to the government to accomplish for them much of what America's organized exhibitors are able to gain on their own from any recalcitrant distributors.

Lachman, who said he conferred extensively with British theatremen, reported he was told that if one British distributor has difficulty collecting a debt from an exhibitor, all other British distributors withhold product from the exhibitor until he has satisfied the obligation.

Exhibitors of England are complaining that film rentals are at present higher than they can afford to pay, the Jersey Allied president said. They attribute the high rentals to the "precedent" set during the war when distributors asked and exhibitors were easily able to pay peak rentals, he said, adding that the distributors have shown no inclination to "break the precedent." However, Lachman reported, a system of post-exhibition adjustments now prevails between distributors and exhibitors in England, as it does to a degree in this country, and England's theatres are therebv able to continue in business under the so-called "precedent."

Harry M. Lowenstein

(*Continued from page* 1)

California to remain until the TOA convention in September.

Funeral arrangements had not been made at the weekend, but services probably will take place today. Morris Loewenstein, secretary of the TOA, and Harry's brother, will represent that organization at the funeral.

Born in Dallas, Lowenstein went to Oklahoma when it was Indian territory. He entered show business in Feb., 1912. He became associated with Griffith Theatres in 1927, having served as vice-president for the past few years. He was also a member of the Theatre Owners of Oklahoma and was one of its directors. He was a director of the Motion Picture Theatre Owners of America at the time it merged with American Theatres.

Newsreel Parade

EX-Secretary Marshall urging military aid to Europe and former President Herbert Hoover at 75 are current newsreels highlights. Fashions, sports and human interest stories round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 63—Marshall advises a strong front against Reds. President Truman meets boys' forum. Half-millionth CARE package. Nation pays tribute to Herbert Hoover at 75. Shirley May France prepares for channel swim. Mr. Ideal Man. Cheer leaders.

NEWS OF THE DAY, No. 297—Happy Hoover at 75. Niagara stunt nearly ends in disaster. Realistic ROTC cadets. Marshall urges military aid to European nations. American girl ready for channel test. Kitten shows children an easy way to swim.

PARAMOUNT NEWS, No. 100—U. S. declares "war" on grasshoppers. Local boys meet their government. Greece: guerilla refugees flock back home. Salute to Herbert Hoover at 75.

TELENEWS DIGEST, No. 31-B—John J. McCloy reports on Germany. Bandit hunt in Italy. Trygvie Lie on vacation. Berlin bathing beauty contest. Inflated bubble boats. Campus fashions. Long distance swimmer. Oslo: Little Olympics.

UNIVERSAL NEWS, No. 271—Germany today: street scenes, fashions at the track, bathing beauties. News in brief: Truman and boys' forum; Japanese women; removing mines. Niagara rescue. Training bears.

WARNER PATHE NEWS, No. 102—Boys' state. Herbert Hoover at 75. Major Hill shoots the rapids. Marshall testifies. Airlift memorial. August fashions. Dog show. San Francisco fire.

Alger Suits

(*Continued from page* 1)

against the Alger Circuit charging it with making fraudulent returns on percentage films. Alger countered with the charge that the distributors constituted a "monopoly" which was trying to force higher rentals on films, thereby boosting higher admissions.

On Feb. 25, the distributors, through counsel Seeley, filed a motion asking dismissal of the suit in Federal Court on grounds of "incompetent jurisdiction." Attorney Thomas McConnell, then representing the defendants, objected to the dismissal unless Master-in-Chancery Joseph W. Elward ordered the distributors to pay costs and attorney fees amounting to over $4,000. The order was upheld by the U. S. District Court upon recommendation by the master. A new suit was filed on April 25 in the State Court based on similar charges, settlement of which terminated on Friday.

Jolson Due for Premiere

Al Jolson will arrive in New York from the Coast today for personal appearances in connection with the premiere at Loew's State on Aug. 17 of Columbia's "Jolson Sings Again." Prior to the State opening, Jolson will sing at 18 Loew theatres as a "living trailer" for the film, during the evenings of Aug. 10-12.

In Exploitation Post

Robert L. Montgomery has been assigned to special exploitation duties in connection with Paramount's forthcoming "Samson and Delilah," Max Youngstein, advertising-publicity director, has announced.

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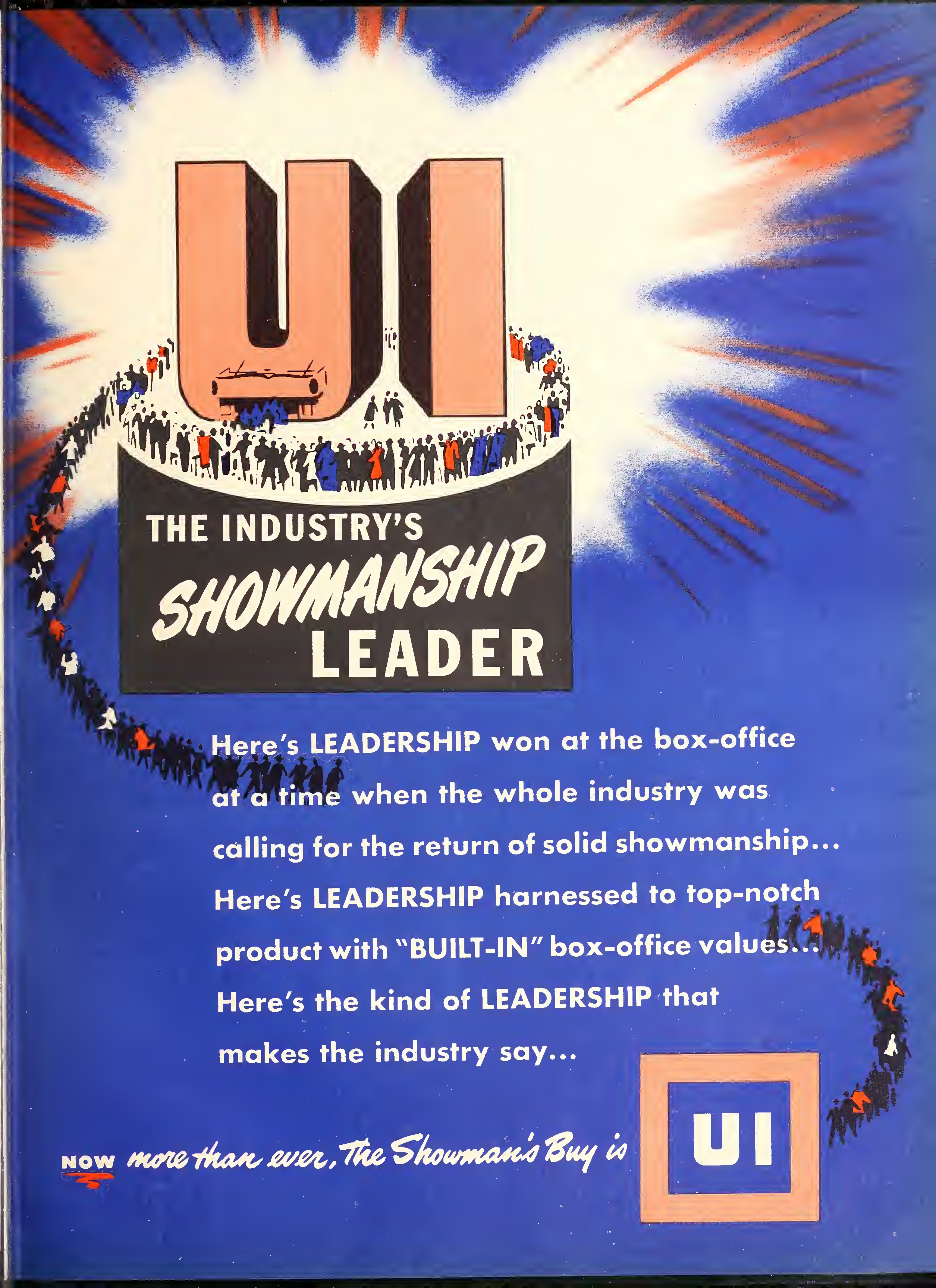

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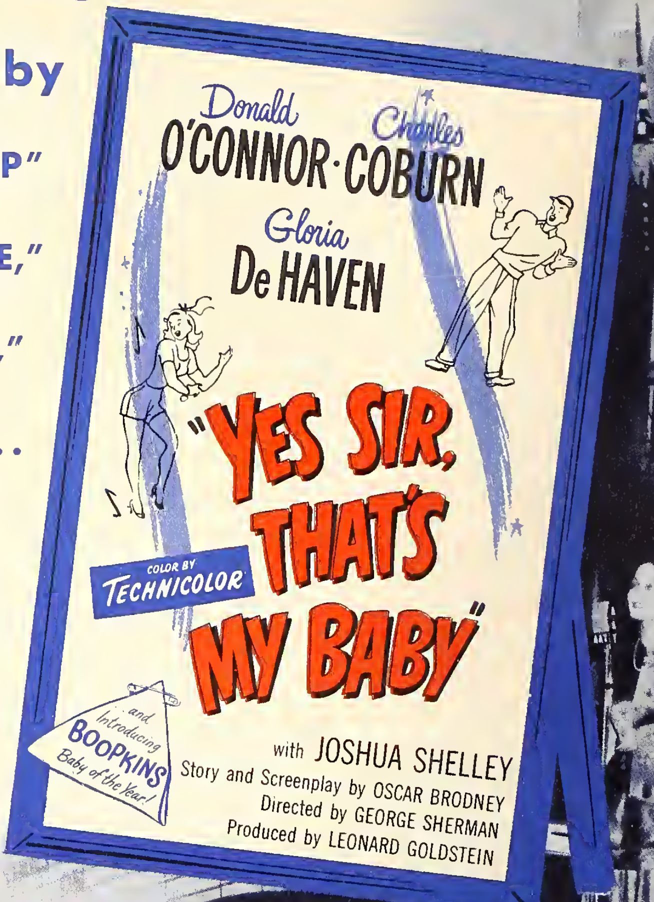
LEADER

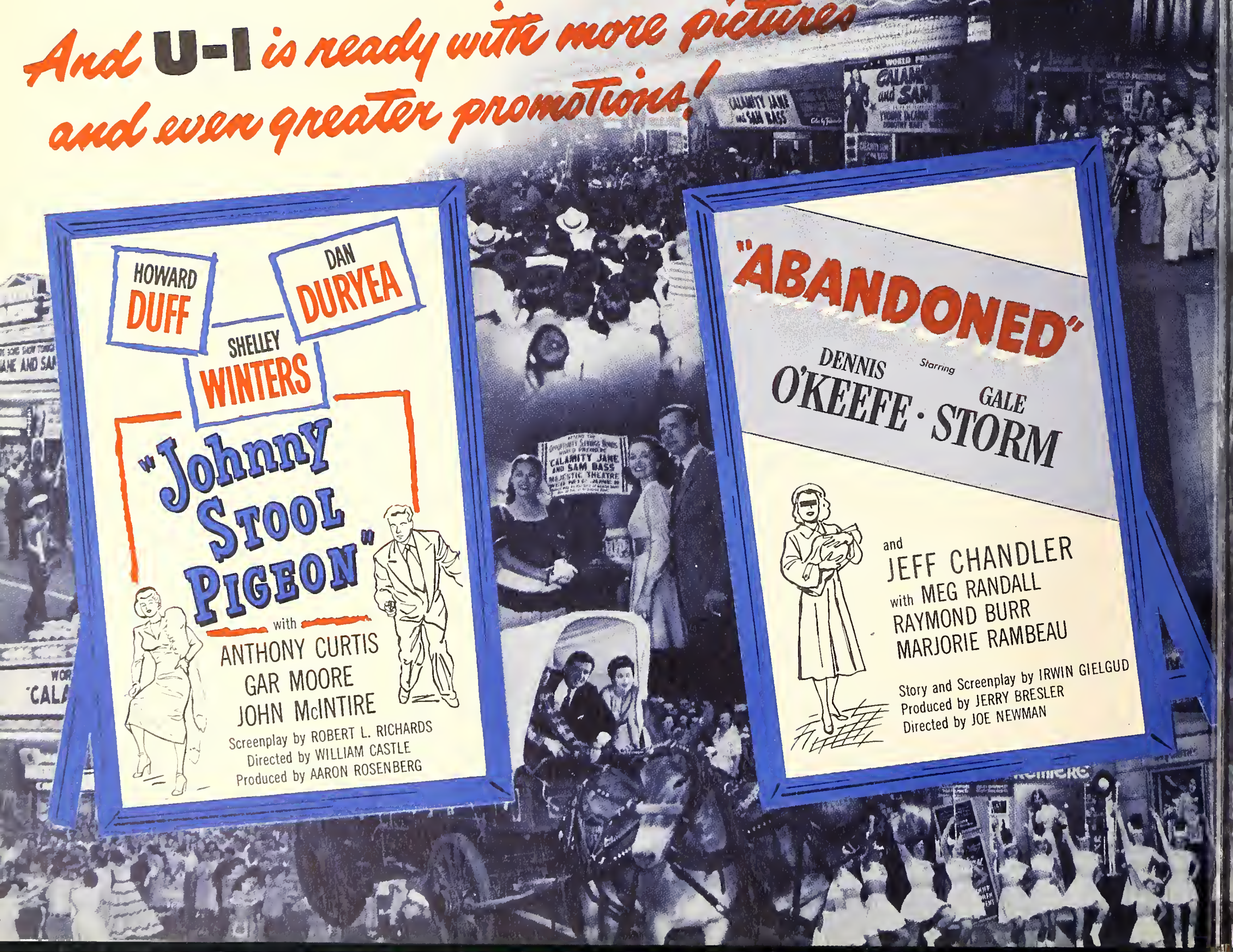
Here's LEADERSHIP won at the box-office at a time when the whole industry was calling for the return of solid showmanship... Here's LEADERSHIP harnessed to top-notch product with "BUILT-IN" box-office values... Here's the kind of LEADERSHIP that makes the industry say...

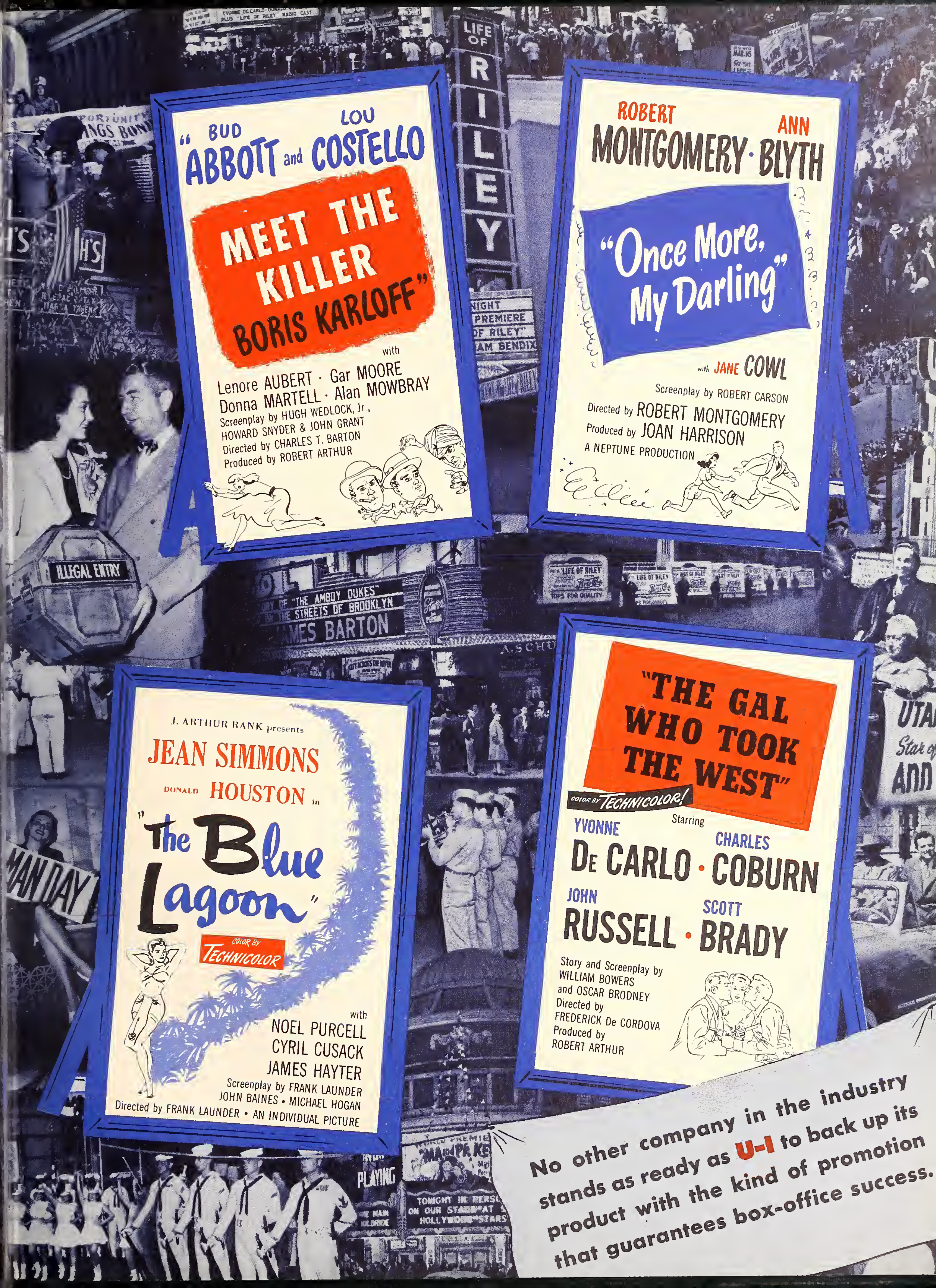
NOW *more than ever, The Showman's Buy is* **UI**

The nation's showmen **are still talking about the outstanding grosses rolled up by "THE LADY GAMBLES," "TAKE ONE FALSE STEP" "LIFE OF RILEY," "RED CANYON," "MA & PA KETTLE," "CITY ACROSS THE RIVER," "FAMILY HONEYMOON," "ILLEGAL ENTRY," "CALAMITY JANE & SAM BASS"... every one a fine box-office picture backed by intensive territorial and national promotional campaigns that proved themselves by results.**


Donald O'CONNOR · Charles COBURN
Gloria DeHAVEN
"YES SIR, THAT'S MY BABY"
COLOR BY TECHNICOLOR
and Introducing BOOPKINS Baby of the Year!
with JOSHUA SHELLEY
Story and Screenplay by OSCAR BRODNEY
Directed by GEORGE SHERMAN
Produced by LEONARD GOLDSTEIN

And **U-I** *is ready with more pictures and even greater promotions!*


HOWARD DUFF
DAN DURYEA
SHELLEY WINTERS
"Johnny Stool Pigeon"
with
ANTHONY CURTIS
GAR MOORE
JOHN McINTIRE
Screenplay by ROBERT L. RICHARDS
Directed by WILLIAM CASTLE
Produced by AARON ROSENBERG
"ABANDONED"
Starring
DENNIS O'KEEFE · GALE STORM
and
JEFF CHANDLER
with MEG RANDALL
RAYMOND BURR
MARJORIE RAMBEAU
Story and Screenplay by IRWIN GIELGUD
Produced by JERRY BRESLER
Directed by JOE NEWMAN
CALAMITY JANE and SAM BASS


LIFE OF RILEY
ILLEGAL ENTRY
"THE AMBOY DUKES"
STREETS OF BROOKLYN
JAMES BARTON
NIGHT PREMIERE
OF RILEY"
AM BENDIX
PLAYING
TONIGHT IN PERSON ON OUR STAGE AT HOLLYWOOD STARS
UTAH

"BUD ABBOTT and LOU COSTELLO

MEET THE KILLER BORIS KARLOFF"

with
Lenore AUBERT · Gar MOORE
Donna MARTELL · Alan MOWBRAY
Screenplay by HUGH WEDLOCK, Jr., HOWARD SNYDER & JOHN GRANT
Directed by CHARLES T. BARTON
Produced by ROBERT ARTHUR

ROBERT MONTGOMERY · ANN BLYTH

"Once More, My Darling"

with JANE COWL
Screenplay by ROBERT CARSON
Directed by ROBERT MONTGOMERY
Produced by JOAN HARRISON
A NEPTUNE PRODUCTION

J. ARTHUR RANK presents
JEAN SIMMONS
DONALD HOUSTON in

"The Blue Lagoon"

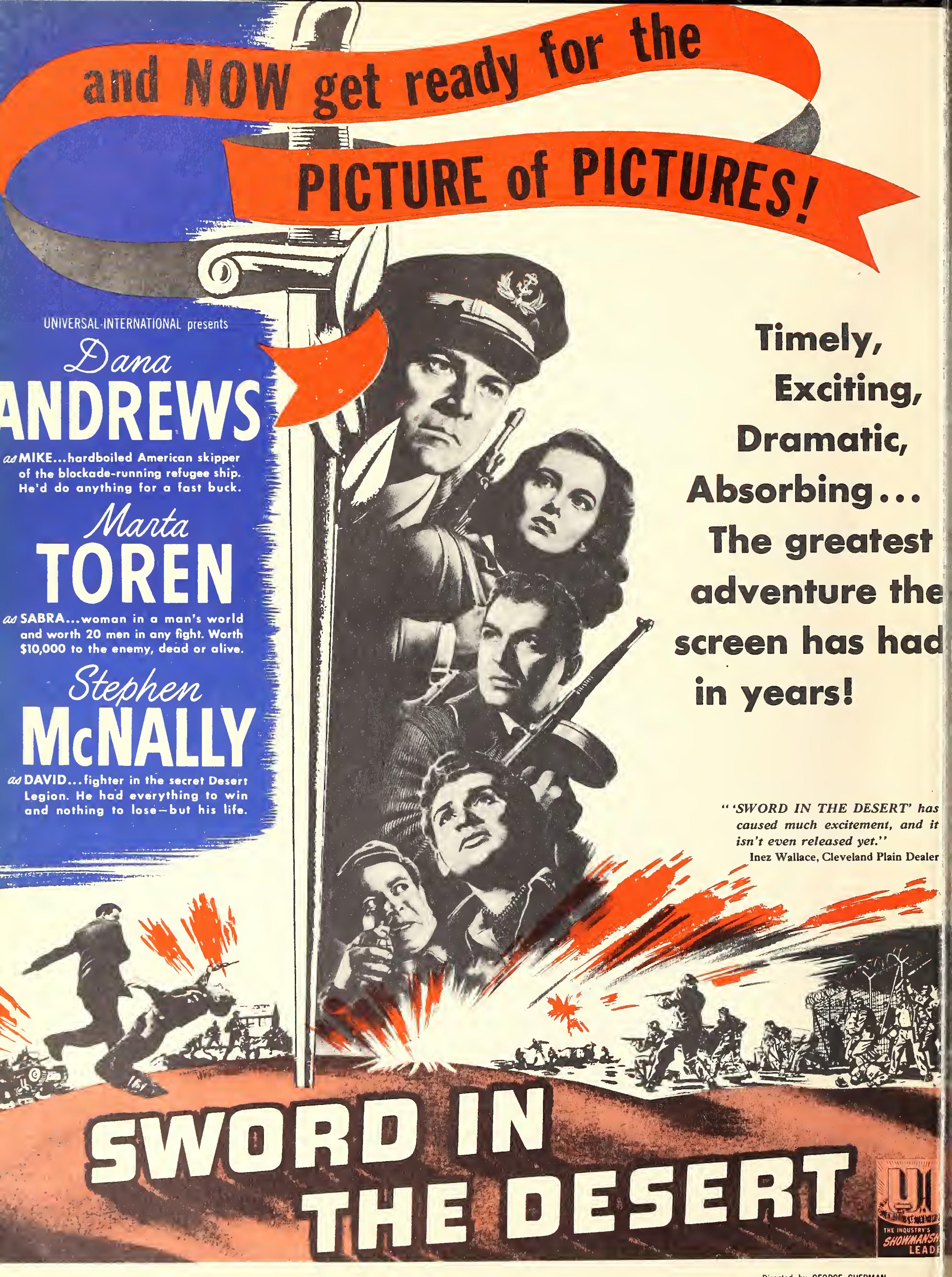
COLOR BY TECHNICOLOR

with
NOEL PURCELL
CYRIL CUSACK
JAMES HAYTER
Screenplay by FRANK LAUNDER
JOHN BAINES • MICHAEL HOGAN
Directed by FRANK LAUNDER • AN INDIVIDUAL PICTURE

"THE GAL WHO TOOK THE WEST"

COLOR BY TECHNICOLOR!
Starring
YVONNE DE CARLO · CHARLES COBURN
JOHN RUSSELL · SCOTT BRADY
Story and Screenplay by WILLIAM BOWERS and OSCAR BRODNEY
Directed by FREDERICK De CORDOVA
Produced by ROBERT ARTHUR

No other company in the industry stands as ready as U-I to back up its product with the kind of promotion that guarantees box-office success.



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UNIVERSAL-INTERNATIONAL presents

Dana
ANDREWS

as MIKE...hardboiled American skipper of the blockade-running refugee ship. He'd do anything for a fast buck.

Marta
TOREN

as SABRA...woman in a man's world and worth 20 men in any fight. Worth $10,000 to the enemy, dead or alive.

Stephen
McNALLY

as DAVID...fighter in the secret Desert Legion. He had everything to win and nothing to lose—but his life.

**Timely,
Exciting,
Dramatic,
Absorbing... The greatest adventure the screen has had in years!**

"'SWORD IN THE DESERT' has caused much excitement, and it isn't even released yet."
Inez Wallace, Cleveland Plain Dealer

SWORD IN THE DESERT

THE INDUSTRY'S SHOWMANSH LEAD

th PHILIP FRIEND • HUGH FRENCH • LIAM REDMOND and introducing JEFF CHANDLER

Directed by GEORGE SHERMAN
Written and Produced by ROBERT BUCKNER

MGM Product

(*Continued from page* 1)

the cameras, or are being readied. The other five are in preparation.

The actual production schedule for the year starting Sept. 1 includes 40 pictures ready for the cameras or in preparation.

According to Mayer and Schary the major portion of the M-G-M production program will be centered at the company studios in Culver City, with two scheduled to be made at M-G-M's studios in London. Four others are to be made on original locales.

Filming of "Quo Vadis," to be produced by Arthur Hornblow, Jr. and directed by John Huston, will be started in Rome next spring.

Others to be made in original locales include "Kim," to be produced by Leon Gordon and directed by Compton Bennett, in India; "King Solomon's Mines," to be produced by Sam Zimbalist and directed by Compton Bennett, in Africa; and "Tahiti," to be produced by Arthur Freed in Tahiti.

30% in Technicolor

The 40 scheduled for production include 20 dramas, nine musicals and 11 comedies or comedy-dramas, with approximately 30 per cent in Technicolor.

In addition to the 40 scheduled for the new fiscal year, four new productions are to start in August: "The Big Hangover," starring Van Johnson, and Elizabeth Taylor, Norman Krasna, director; "The Yellow Cab Man," starring Red Skelton, Richard Goldstone producer, Jack Donohue director; "Devil's Doorway," starring Robert Taylor, Nicholas Nayfack producer, Anthony Mann director; "Outriders," Technicolor, starring Joel McCrea, Goldstone producer, Roy Rowland director.

Pictures scheduled for early fall production are the "Mrs. Miniver" sequel, as yet untitled, to be made in London, starring Greer Garson and Walter Pidgeon, Sidney Franklin producer, H. C. Potter director; "Annie Get Your Gun," Technicolor, starring Betty Hutton, Arthur Freed producer; "A Life of Her Own," starring Lana Turner, Voldemar Vetluguin producer, Vincente Minnelli director; "The Reformer and the Redhead," starring June Allyson and Dick Powell, Norman Panama and Melvin Frank producers; "The Skipper Surprised His Wife," William H. Wright producer; "Visa," starring John Hodiak, Sam Marx producer, John Berry director; "Asphalt Jungle," Arthur Hornblow, Jr., producer, John Huston director; "Ferguson," Freed producer, Richard Brooks director; and "Mystery Story," Frank Taylor producer.

Other planned for early start are "Duchess of Idaho," starring Van Johnson and Esther Williams, Joe Pasternak producer; "King Solomon's Mines," starring Deborah Kerr and Stewart Granger, Sam Zimbalist producer, Compton Bennett director; "Summer Stock," starring Judy Garland and Gene Kelly, Joe Pasternak producer; "Three Little Words," starring Fred Astaire and Red Skelton, Jack Cummings producer; "The Running of the Tide," Edwin H. Knopf producer; "A Matter of Fact," Val Lewton producer; "Right Cross," starring Dick Powell and Ricardo Montalban, Armand Deutsch producer.

Tracy, Gable Pictures

Scheduled to follow are "Too Young to Kiss," Sam Zimbalist, producer; "Father of the Bride," starring Spencer Tracy, Pandro S. Berman producer, Minnelli director; "The Wild Country," Carey Wilson producer; "The Tender Hours," starring Jane Powell and Ricardo Montalban, Jack Cummings producer; "Lovely to Look At," Cummings, producer; "To Please a Lady," starring Clark Gable, Clarence Brown producer; "Tahiti," starring Esther Williams, Freed producer.

On the late winter agenda are "Europa," starring Grecr Garson, Gottfried Reinhard producer; "Royal Wedding," starring Fred Astaire and June Allyson, Freed producer; "Show Boat," starring Judy Garland, Kathryn Grayson and Howard Keel, also to be produced by Freed; "Case of the Journeying Boy," Val Lewton, producer and "Man on the Train," Goldstone producer.

Remainder of the 40 include: "Watch the Birdie," starring Red Skelton; "Young Bess," Sidney Franklin producer; "Shake Well Before Using," Sam Marx producer; "Across the Wide Missouri," starring Clark Gable, Robert Sisk producer; "How To Win Friends and Influence People," starring Skelton, Freed producer; "Darling, I'm Stuck," "Menafee"; "Big Country," "Mr. Imperium," starring Ezio Pinza; "Just Eighteen," and "An American in Paris," starring Gene Kelly.

William F. Rodgers, general manager of sales for M-G-M, announced recently that no definite number of pictures would be scheduled for release during the 1949-50 season, but that pictures would be released as the existing market can absorb them. Metro-Goldwyn-Mayer now has 21 completed, but unreleased, and six before the cameras. Fourteen will be released from Aug. 1 to Dec. 31. Two of these, "Battleground" and "Intruder in the Dust," will have special pre-release showings during this period.

The pictures completed, but unreleased include: "That Midnight Kiss," starring Kathryn Grayson, Jose Iturbi, Ethel Barrymore and introducing Mario Lanza, directed by Norman Taurog, produced by Joe Pasternak.

"The Doctor and the Girl," starring Glenn Ford, Janet Leigh, Charles Coburn, Gloria DeHaven and Bruce Bennett, directed by Curtis Bernhardt, produced by Pandro S. Berman; "Challenge to Lassie," starring Edmund Gwenn, Donald Crisp, Geraldine Brooks and Lassie, directed by Richard Thorpe, produced by Robert Sisk.

"Case of Maria Buhlen," starring Walter Pidgeon, Ethel Barrymore, Peter Lawford, Angele Lansbury and Janet Leigh, directed by George Sidney, produced by Carey Wilson; "Border Incident," starring Ricardo Montalban and George Murphy, directed by Anthony Mann, produced by Nicholas Nayfack.

To Be Released

"The Forsyte Saga," starring Errol Flynn, Greer Garson, Walter Pidgeon, Robert Young and Janet Leigh, directed by Compton Bennett, produced by Leon Gordon; "Tension," starring Richard Basehart, Audrey Totter, Cyd Charisse and Barry Sullivan, directed by John Berry, produced by Robert Sisk.

"Adam's Rib," starring Spencer Tracy and Katharine Hepburn, directed by George Cukor; "On the Town," starring Gene Kelly, Frank Sinatra, Betty Garrett, Ann Miller, Jules Munshin and Vera-Ellen, directed by Kelly and Stanley Donen, produced by Freed.

"Conspirator," starring Robert and Elizabeth Taylor, directed by Victor Saville, produced by Hornblow, Jr.; "Death in the Doll's House," starring Ann Sothern. Zachary Scott and Gigi Perreau, directed by Patrick Jackson, produced by Robert Sisk.

"Battleground," starring Van Johnson, John Hodiak, Ricardo Montalban, and George Murphy, directed by William Wellman, produced by Schary. "In the Good Old Summertime," starring Judy Garland and Van Johnson, directed by Robert Z. Leonard, produced by Pasternak; "Madame Bovary," starring Jennifer Jones, James Mason, Ven Heflin and Louis Jourdan, directed by Vincente Minnelli, produced by Pandro Berman. "Intruder in the Dust," starring David Brian, Claude Jarman, Jr., and Juano Hernandez, produced and directed by Clarence Brown; "Malaya," starring Spencer, Tracy, James Stewart, Valentina Cortesa, Sydney Greenstreet, John Hodiak and Lionel Barrymore, directed by Richard Thorpe, produced by Knopf.

Films Now Shooting

"Side Street," starring Farley Granger, Cathy O'Donnell, James Craig and Paul Kelly, directed by Anthony Mann, produced by Sam Zimbalist; "Scene of the Crime," starring Van Johnson, Gloria DeHaven, Arlene Dahl and Tom Drake, directed by Roy Rowland, produced by Harry Rapf; "Stars in My Crown," starring Joel McCrea, Ellen Drew and Dean Stockwell, directed by Jacques Tourneur, produced by William H. Wright.

Pictures now before the cameras are "Ambush," starring Robert Taylor, John Hodiak and Arlene Dahl, directed by Sam Wood, produced by Armand Deutsch; "Nancy Goes to Rio," starring Ann Sothern, Jane Powell, Barry Sullivan, Carmen Miranda, Louis Calhern and Scotty Beckett, directed by Robert Z. Leonard, produced by Joe Pasternak.

"Key to the City," starring Clarke Gable, Loretta Young, with Marilyn Maxwell, Frank Morgan and Pamela Britton, directed by George Sidney, produced by Z. Wayne Griffin; "‘Please Believe Me," starring Deborah Kerr, Mark Stevens, Peter Lawford and Robert Walker, directed by Norman Taurog, produced by Val Lewton. "East Side, West Side," starring Barbara Stanwyck, James Mason, Ava Gardner, Van Heflin and Cyd Charisse, directed by Mervyn LeRoy, produced by Voldemar Vetluguin.

Review

"South of Rio"

(*Republic*)

ACTION in the customary pattern starts early in "South of Rio," a smooth Western featuring Monte Hale, who, as a ranger, is dispatched to the town of Rio Blanco where a gang of crooks is forcing miners and cattlemen to pay tribute to them. It isn't long before Hale starts gunning for the badmen, but his task soon develops into a complicated one when he learns that his brother is one of the outlaws. In a crucial gun battle, Hale avoids shooting his brother, with consequent disfavor descending upon him.

Involved in the screenplay written by Norman S. Hall is a freedom-of-the-press angle, with Paul Hurst as the editor who refuses to bow to the outlaws. In time, Hale clears himself, but before this there is the usual quota of fisticuffs and gunplay. Kay Christopher heads the feminine side of the cast as the daughter of the murdered publisher who inherits the paper. Philip Ford directed; Melville Tucker was associate producer.

Running time, 60 minutes. General audience classification. Release date, July 22.

MANDEL HERBSTMAN

NCA on Bidding

(*Continued from page* 1)

distributors who seek to cover up by adopting a superficial 'fairness' in calling for bids by using the device as a mere subterfuge to cover up their real purpose of jacking up film rentals to unconscionable and extortionate levels are out on a limb. It is true that there is a difference of opinion among lawyers as to just what the language of the court means. In this case that difference of opinion is being used by some distributors to continue the old 'shell game'. That is shown by their frequent rejection of all bids and by their refusal to let the losing bidder know why he lost out, a refusal which continues even after the award of the picture."

TV, Theatre Films

(*Continued from page* 1)

America already has suggested to the Society of Motion Picture Engineers that the latter ask the TOA, Allied States, the Pacific Coast Conference of Independent Theatre Owners, Society of Independent Motion Picture Producers and other groups to attend an all-industry meeting to prepare a "united front" request to the FCC for theatre video frequencies. SMPE, meanwhile, has indicated its willingness to organize such a meeting.

Measures for increasing the supply of film trailers especially produced for telecasting also will be proposed by the TOA television committee at the convention.

The committee will submit reports on Fabian, 20th-Fox and Paramount experiences with recent fight theatre telecasts, on developments in Paramount and RCA theatre television systems, and on SMPE-TOA meetings on theatre video.

Austria's Quota Law

(*Continued from page* 1)

certificates on the open market to the highest bidder, with each certificate granting the importation of one film.

Maas, who has expressed anxiety over a new Austrian move directed toward involving American importers financially, said Wolfgang Wolf, MPEA's manager in Austria, has defeated a proposal for a so-called film fund to be established through levying of taxes on imported product.

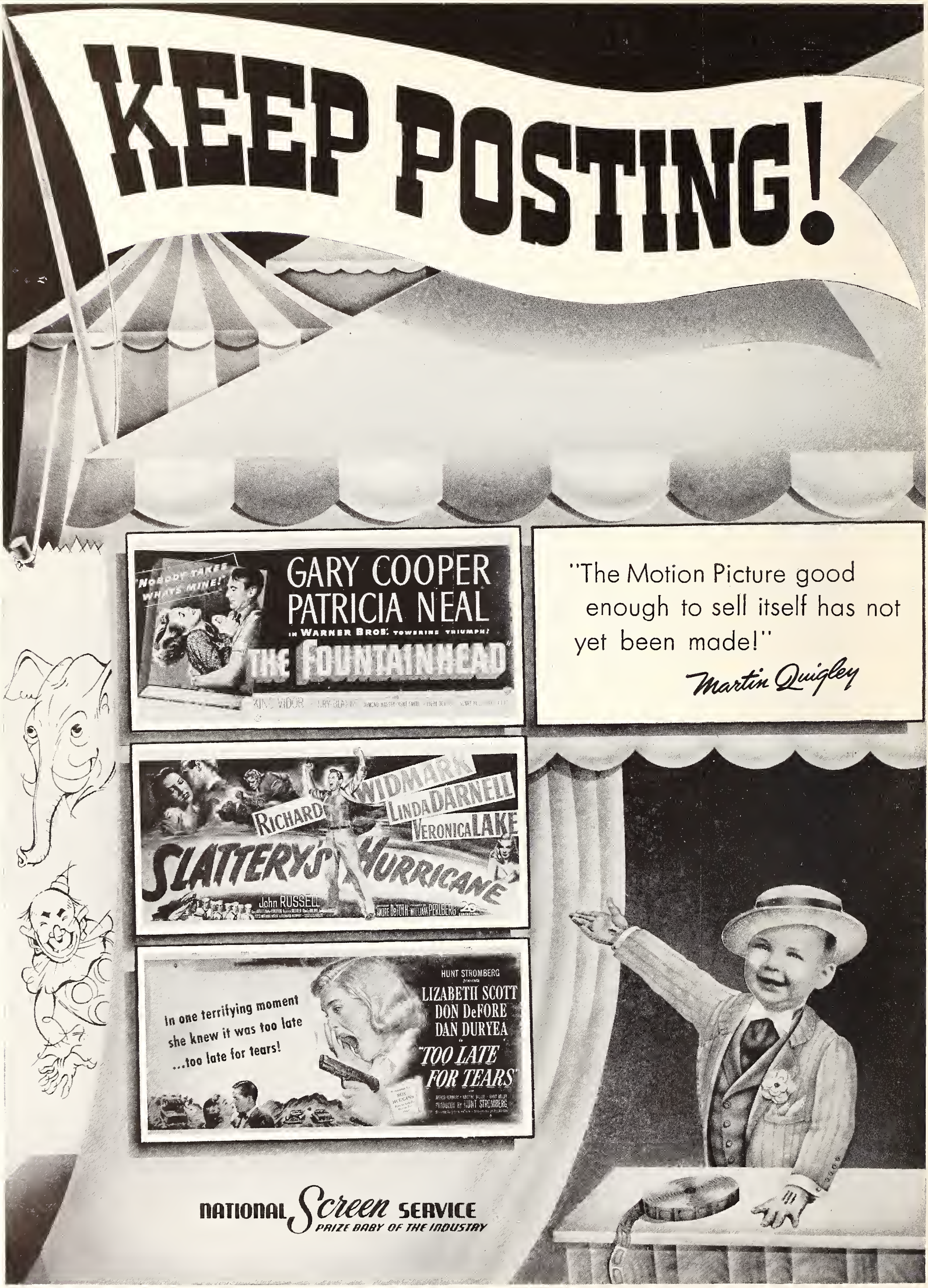
Johnston to Europe

(*Continued from page* 1)

Public Advisory Board. Present plans are for the mission to leave sometime after Sept. 11, with its first stop at Paris.

While Johnston would presumably spend most of his time working on the ECA program, there undoubtedly would be an opportunity for film industry talks.

A BOX OFFICE BLAST IS ON THE WAY!
When Sultry, Sensational Corinne Calvet Is Introduced
in Hal Wallis'*
Rope of Sand
A Paramount Picture
* Producer of "Casablanca"


KEEP POSTING!
"NOBODY TAKES WHAT'S MINE!"
GARY COOPER
PATRICIA NEAL
IN WARNER BROS.' TOWERING TRIUMPH!
"THE FOUNTAINHEAD"
KING VIDOR
RICHARD WIDMARK
LINDA DARNELL
VERONICA LAKE
SLATTERY'S HURRICANE
John RUSSELL
ANDRE DeTOTH
WILLIAM PERLBERG
HUNT STROMBERG presents
LIZABETH SCOTT
DON DeFORE
DAN DURYEA
"TOO LATE FOR TEARS"
In one terrifying moment she knew it was too late ...too late for tears!
PRODUCED BY HUNT STROMBERG

"The Motion Picture good enough to sell itself has not yet been made!"

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 27 NEW YORK, U.S.A., TUESDAY, AUGUST 9, 1949 TEN CENTS

Appeals from Divorce Order Not Unlikely

Some Feel High Court Didn't Ask for Divorce

Exhaustive study is being given by counsel for Loew's, 20th Century-Fox and Warners to the advisability of appealing to the U. S. Supreme Court from the theatre divorcement decision of the New York statutory court in the industry anti-trust suit.

One of the first answers to be determined is whether the New York court, in deciding for divorcement, did what the high court asked of it in remanding the case 19 months ago.

Considerable legal opinion doubts that the Supreme Court asked for complete divorcement and feels that if Loew's, 20th-Fox and Warners still regard their theatre affiliations as essential to the proper distribution and merchandising of their product,

(*Continued on page 3*)

Unions Protest New Layoffs at Denham

London, Aug. 8.—Redundancy notices dismissing a further 128 employes at J. Arthur Rank's Denham studio have been issued, precipitating notice of an industrial dispute by the studio works committee. Issuance of the dispute notice is the first step prescribed by law before a strike can occur.

Union men conferring with Rank's representatives agreed that a seasonal reduction in employes is inevitable, but

(*Continued on page 3*)

New Deadline for TV Theatre Protests

Washington, Aug. 8.—The Federal Communications Commission today postponed from Aug. 1 to Oct. 3 the deadline for filing objections to its proposals to grant certain frequencies to auxiliary services of television broadcasters.

Twentieth Century-Fox last week asked the FCC to set back the date so that other film companies could file objections to the proposals, which Fox said took away frequencies that might be used some day for theatre television. Fox's statement last week objected to the proposed decision.

Standees Prohibited In Albany Theatres

Albany, N. Y., Aug. 8.—Assistant police chief John P. Tuffey has notified managers of all Albany theatres henceforth to sell no tickets after capacity is reached. A ban on standees back of the rails and in lobbies was said to have resulted from "many complaints" of crowding. Tuffey, acting under instructions from police chief Philip Coffey, added it was "taking a long range stand to prevent fires."

42 Take Space at TOA Convention

Some 42 of the 67 display booths which will be available to supply dealers and other vendors of motion picture theatre needs at the Theatre Owners of America convention in Los Angeles on Sept. 12-15, have already been contracted for, it was disclosed here yesterday by R. H. McCullough, TOA chairman of the "Showmen's Exposition" to be staged during the meeting in L.A.'s Hotel Ambassador. Many new ideas and innovations will be shown for the first time, it was said.

Those which already have reserved space include RCA, Mohawk Carpet, Mitchell Camera, Westinghouse, Ralph Wilson, Sound Control, R. L. Grosh, McCoplin-Christy, Metropolitan Mat

(*Continued on page 3*)

B'way Grosses Big, 'Rope of Sand', 'Summertime' Good

Parental apprehension over reports of increasing infantile paralysis cases in this area is credited by theatre managers with having kept grosses at New York's first-runs from soaring to the high figures that usually accompany August's added influx of tourists. Notwithstanding this, however, most of the Broadway first-runs are getting considerably better-than-average returns, and a few are even doing genuinely big business.

"In the Good Old Summertime" opened very big at Radio City Music Hall, where a very substantial first week's gross of $155,000 is anticipated on the basis of $93,000 taken in Friday through Sunday. A Leonidoff presentation is on the stage.

Doing robust business also is "Rope of Sand," together with a stage bill headed by Tex Beneke's band and

(*Continued on page 3*)

Eight from Lippert In Next 3 Months

Hollywood, Aug. 8.—Robert L. Lippert disclosed here today that Lippert Productions will place eight recently-completed pictures in release within the next three months.

"Grand Canyon," starring Richard Arlen and Mary Beth Hughes, will be released Aug. 10; it was produced

(*Continued on page 2*)

Film Salesmen Aim for Higher Expense Grants

With negotiations about to be reopened between the Colosseum of Motion Picture Salesmen of America and distributors on the two-year contract which was signed this time last year, the salesmen's union is seen girding for an all-out battle for more liberal company expense allowances, according to the observations of Colosseum spokesmen here.

The salesmen's bid this year for increased automobile and living expenses is expected to be a stronger one than was made last year, and is likely to supersede any planned demands for higher salaries. Under the terms of the contracts reached with the majors last October the union has the privilege of reopening negotiations at the end of the first year on wages and/or expenses. The pacts were made retroactive to Sept. 19,1948, at signing.

The contracts, the first to be secured by organized film salesmen, provided for a $10 per week salary increase for each of the approximately 1,000 salesmen employed by 11 companies. Salary minimum was set at $70 per week after one year.

In the original negotiations the companies succeeded in holding automobile expenses to seven-and-one-half cents per mile for "country" salesmen, and $3.50 flat per day for "city" salesmen, with no reductions to be effected in cases where higher rates were already being received. Colosseum spokesmen here assert that there seems to be little agitation among salesmen at this time for salary increases, in consequence of the economic conditions of some of the companies. In contrast to this, they say, there is pronounced sentiment in favor of higher expense grants, in consequence of increased on-the-road costs.

5 from Allied To Attend 'P.R.' Chicago Meet

Will Confine Talks to Public Relations Only

Washington, Aug. 8.—Allied States Association's board of directors has voted to participate in the all-industry public relations meeting to be held at the Drake Hotel in Chicago, Aug. 30-31, but on a limited basis, it was announced here today by general counsel Abram F. Myers.

Allied's representatives will urge confining the meeting to public relations and not going into trade practices, and will stress steps to correct "those matters that have given rise to public criticism," Myers said.

While Myers refused to reveal the vote of the board, it was learned from another source that a sizeable bloc of directors opposed participating in the MPAA-sponsored meeting. The directors were polled by mail.

Representing Allied will be presi-

(*Continued on page 3*)

FWC Partner Deals Ending Next Month

Hollywood, Aug. 8.—Dissolution of Fox West Coast partnership deals will begin on a stepped-up schedule next month with virtually all partnerships with United Artists Theatre Circuit scheduled to be ended, in addition to numerous smaller partnerships.

Dissolution schedule calls for the following to be dropped by FWC early next month: the United Artists,

(*Continued on page 3*)

Talent Guilds Recess On Video Formula

Hollywood, Aug. 8.—Representatives of eight talent guilds seeking a formula for administering jurisdiction over the television field have recessed after eight days of almost constant meeting, to reconvene in New York at an undetermined date in the near future for further deliberations on several proposals under consideration. Meanwhile, executives of the guilds will report to their respective boards on progress made during Hollywood meetings. General opinion is that substantial headway was made, but important problems remain to be solved before a uniformly satisfactory agreement is reached.

Personal Mention

STEVE BROIDY, Monogram-Allied Artists president, and HAROLD MIRISCH, vice-president, have arrived here with the Eastern contingent of executives who attended the company's sales session at Chicago over the weekend.

•

AL DAFF, Universal-International foreign sales supervisor, returned here from London at the weekend. JOSEPH H. SEIDELMAN, Universal-International foreign distribution vice-president, and ADOLPH SCHIMEL, company secretary and attorney, are due here today from London.

•

WALTER R. FRANK, Minneapolis exhibitor who produced "The Great Dan Patch," was recently the guest of C. S. CHAPLIN, Canadian general manager of United Artists, at a cocktail party held at the Toronto Variety Club.

•

ERNEST GRECULA, assistant general manager of Hartford Theatres, Hartford, will leave there next Sunday for a vacation.

•

NAT LIEBESKIND, foreign exhibitor and distributor, returned here yesterday on the *SS Uruguay* from Buenos Aires.

•

EDWARD KUGEL, owner of theatres at Holstein and Mapleton, Ia., is recovering from a heart attack.

Rites for Lowenstein At Ardmore, Okla.

ARDMORE, Okla., Aug. 8.—Funeral services were held here today for Harry M. Lowenstein, board and executive committee member and a founder of the Theatre Owners of America, who died suddenly at the weekend at the Flamingo Hotel in Las Vegas, N. M.

Morris Loewenstein of Oklahoma City, secretary of the TOA, represented the organization at the funeral.

French to Convalesce

LONDON, Aug. 8.—Sir Henry French, director general of the British Film Producers Association, who underwent a severe abdominal operation here recently, will remain in the London Clinic another 10 days. He will go to the Continent to convalesce thereafter, being absent from the BFPA's office for another month.

Meriden Opens Today

MERIDEN, Conn., Aug. 8.—A preview for the trade will be held tomorrow night of K-T-U's new 1,000-seat Meriden Theatre, it is announced by Paul S. Purdy, K-T-U general manager.

$24,000 for 'Vaude' Show

MINNEAPOLIS, Aug. 8.—Vaudeville's return to the RKO Orpheum here brought in $24,000 for the week, a very good figure. Next stage bill is expected around Sept. 15.

Prizes for Russians, $$$$ for Americans

WASHINGTON, Aug. 8.—"Russian movies won the prizes but American pictures won the audiences," was the official Motion Picture Export Association interpretation today of the results of the fourth international film festival in Czechoslovakia. An all-Czech jury awarded Russia most of the major prizes at the close of the festival, with the Russian "Battle of Stalingrad" winning the grand prize for the best picture, and the Russians' "Meeting on the Elbe" receiving the peace prize. Both films are described as sharply critical of American and British policies.

MPEA said that both private and press dispatches agreed that "Johnny Belinda" and "Treasure of the Sierra Madre," the two American entries, far outdrew the Russian prize-winning films. It quoted the United Press as saying that black-marketeers got $3 for $1 tickets to theatres showing the U. S. films, and added that private advices said large crowds had to be turned away from every showing of the Hollywood features. The Russian films, on the other hand, drew poorly.

Hollywood Visit Put Off by Eric Johnston

WASHINGTON, Aug. 8.—Motion Picture Association of America president Eric Johnston has changed his plans and will not go to Hollywood until next month, MPAA officials said.

Johnston had originally planned to visit Hollywood this week. Now, the MPAA said, he will be in San Francisco tomorrow for a Bank of America board meeting, but will then return to Spokane rather than continue to Hollywood. He will remain in Spokane until the weekend of the 21st, when he will come back to Washington, staying here until he goes to the Chicago public relations meeting at the end of the month. He will be in Hollywood around Sept. 8, staying there through the TOA convention, then return to Washington for a brief stay before leaving for Europe on his ECA mission. Edward T. Cheyfitz, Johnston's assistant who was scheduled to leave here for Hollywood over the weekend, is remaining here due to the change in Johnston's plans.

Rank's 'Columbus' to Bow Here Oct. 12

LONDON, Aug. 8.—Simultaneous premieres have been arranged for J. Arthur Rank's "Christopher Columbus" throughout the U. S. and Latin America on Columbus Day, Oct. 12, Joseph H. Seidelman, Universal vice-president and foreign manager, said before leaving here for New York yesterday.

Rank will give up some of his Technicolor priorities in order to enable Universal to provide 150 prints of the picture, which stars Fredric March, for the premieres.

Buffalo Variety Golfs

BUFFALO, Aug. 8.—Variety Club of Buffalo held its annual golf tournament and dinner-dance at the Cherry Hill Country Club, Ridgeway, Ont., today.

Liquor Profits Give Town a Film Theatre

Minneapolis, Aug. 8.—The town of Brooten, Minn., has made so much profit during the past year in the operation of a liquor store that it has mapped plans to build a theatre. Whether the town will operate the theatre or lease it has not been decided.

Eight from Lippert

(*Continued from page 1*)

by Carl K. Hittleman and directed by Paul Landres. "Treasure of Monte Cristo," produced by Leonard Picker and directed by William Berke, is for release on Aug. 24; it stars Glenn Langan, Adele Jergens and Steve Brodie. "The Dalton Gang," starring Don Barry, Robert Lowery and Betty Adams, will be released on Sept. 10; Ron Ormond produced and Ford Beebe directed. "Deputy Marshal," produced by William Stephens, directed by William Berke and starring Jon Hall, Frances Langford and Dick Foran, is scheduled for Sept. 17. "Red Desert," produced by Ron Ormond and directed by Ford Beebe, will be released Sept. 24; Don Barry, Tom Neal and Margia Dean are starred.

To be released in October will be "Call of the Forest," with Robert Lowery, Ken Curtis and Martha Sherrill; "Square Dance Jubilee," starring Don Barry and Mary Beth Hughes, and "Apache Chief," with Alan Curtis, Tom Neal, Russell Hayden and Carol Thurston.

U. S. Navy Will Help Promote 'Hurricane'

The Navy will send a Hurricane Hunter Service PB4Y Privateer on a tour of eight cities timed with playdates for "Slattery's Hurricane". Stirling Silliphant, in charge of special promotions for 20th Century-Fox, returned here yesterday from Washington where plans for the flight were completed. The first stop will be at Boston, on Aug. 15; then, Aug. 16, Cleveland; Aug. 17 and 18, Chicago; Aug. 19, Kansas City; Aug. 22, Denver; Aug. 24, Dallas, and Aug. 26, Atlanta.

CBS and IBEW Effect New Workers' Pact

Columbia Broadcasting and the International Brotherhood of Electrical Workers have completed negotiations for renewal of an agreement to cover technicians employed by CBS in Boston, Chicago, Los Angeles, Minneapolis, New York, St. Louis and San Francisco. The contract is for one year, effective May 28, 1949.

Schneider, McCarthy Sail

LONDON, Aug. 8.—John McCarthy, head of the Motion Picture Association of America's international department, is en route to New York on the *S. S. Queen Mary*, following an extended European trip. Samuel Schneider, Warner Brothers vice-president, also is a passenger on the *Queen Mary*.

Enlist Wilcoxon for 'Samson' Promotions

HOLLYWOOD, Aug. 8.—The trade press today witnessed a studio demonstration of the public-relations pitch for "Samson and Delilah" which Henry Wilcoxon will make in 26 key cities on a three-month tour in behalf of the Cecil B. DeMille production.

Differing sharply from a "personal appearance" type of exploitation, the project entails private illustrated lectures to six leading public-opinion bodies delivered during a two-day stop in each city. The prepared text spoken by Wilcoxon includes mention of Paramount spending $1,000,000 in advertising the picture and expects it to outdraw "Gone With the Wind."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
'Rope of Sand'
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
in Person
TEX BENEKE
And His Orchestra
plus CY REEVES
RUDY CARDENAS
Extra VIC DAMONE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATRE, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

The LOUIS de ROCHEMONT
production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
A FILM CLASSICS RELEASE
Air Conditioned ASTOR Broadway & 45th St.

Loretta YOUNG
Celeste HOLM
in
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

IDA LUPINO PRESENTS
"NOT WANTED"
A FILM CLASSICS RELEASE
•
BRANDT'S COOL
GLOBE, B'way at 46th St.

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Appeals from Divorce

(*Continued from page* 1)

regardless of the removal of Paramount and RKO from exhibition by consent, appeals definitely should be taken.

In support of their opinion in favor of appeals, they cite the statement of senior judge Augustus Hand during the court hearings here last November to the effect that the Supreme Court decree does not spell total divorcement.

See Industry Hit Hardest

Also considered in the general appraisal of recourse to appeals is the belief that the Supreme Court, despite its apparent uncompromising record in anti-trust cases, has dealt with no other industry as severely as an affirmation of total divorcement would be to this industry. The only near-parallel spontaneously recalled is the Pullman case. Many attorneys feel that the similarities between the two are of inconclusive significance.

Present indications are that the entry of the decree in the New York court will be briefly delayed beyond September. The findings of fact on which the decree will be based will be of the utmost importance and both sides, government and defense, will proceed with great care, and only after considerable deliberation.

Entry of a decree might reasonably be expected toward the end of the year. Defendants will have 60 days thereafter in which to decide on appeals. If appeals were decided upon and filed with the Supreme Court in February, it would be doubtful whether they could be heard before the fall of 1950.

Appeals Gain No Time

If appeals were denied, no time would be gained by the defendants toward the postponement of divorcement. Two general time procedures, both dating from the entry of the New York decree, and allowing five years for completion of divorcement, will prevail. One over-all provision specifies that the process be completed within five years after entry of a decree; the other, that defendants submit a divorcement plan within one year after entry of a decree, the government having six months thereafter in which to make objections or counter proposals and additional time for defendants to respond. The approved plan resulting would have to be put into effect during the ensuing three years, thus again allowing about five years for the process.

Meanwhile, of course, company attorneys are not overlooking the possibilities open to them in consent decree settlements involving theatre divestitures. Industry opinion holds that one or more consents may be entered in the case provided terms approaching those promised by the prosecution of successful appeals are obtainable.

B'way Grosses Big

(*Continued from page* 1)

singer Vic Damone, which is expected to bring the Paramount a sizeable $103,000 for an initial week. At the Rivoli, "Come to the Stable" continues at a healthy pace, with a second week's gross of $22,400 indicated. "Mighty Joe Young" is still strong in its second week at the Criterion, where a hefty $31,500 is looming.

Another impressive opener is "The Window," at the Victoria, where a first week's figure is expected to bring a gratifying $30,000. At the Astor, "Lost Boundaries" is rebounding big, with a sixth week's gross of $27,000 dwarfing the fifth's $16,500.

Eight acts of vaudeville, plus Will James' "Sand" on the screen, is expected to give the Palace about $24,000, which is considered a very good single week's run; "Ma and Pa Kettle" will take over on Thursday. "The Red Shoes" is climbing again at the Bijou, where a 42nd week looks like a high $10,500.

Doing somewhat less than satisfactory business at the Capitol is "Scene of the Crime" which, together with Noro Morales' Orchestra on stage, is delivering a mild $42,000 in a second and final week; "Anna Lucasta" will take over on Thursday. A $15,000 gross for a third week for "Not Wanted" at the Globe is considered modest but satisfactory.

"You're My Everything," plus a stage bill topped by Bob Crosby's band and an Ice Revue, is having an unimpressive third and final week at the Roxy, where $60,000 is indicated; "Slattery's Hurricane" will move in on Friday. "The Girl from Jones Beach" will not hold for a third week at the Strand in light of the second's expected $14,000, which is quite low. "It's a Great Feeling" will take over at the Strand on Friday. At the Park Avenue, "Hamlet" is bringing in improved grosses, with $8,000 seen for a 46th week, compared to $7,700 for the 45th.

"Too Late for Tears" will bow in at the Mayfair on Saturday, replacing "The Big Steal," the fifth and final stanza of which looks like a fair $12,500. "The Great Sinner" will hold for another week at the State, notwithstanding an anticipated mild $17,000 for a sixth week; "Jolson Sings Again" will open at the State on Aug. 17. Twentieth week of "Quartet" should give the Sutton $7,600.

FWC Partner Deals

(*Continued from page* 1)

at Berkeley; Fox, Richmond; Varsity, Palo Alto; Mission, San Jose, and the Wilson, Fresno.

Houses will go into the new United Artists Theatre Circuit fold, which George Skouras of New York is expected to head for Joseph M. Schenck and his associates in the UA circuit.

Denham Layoffs

(*Continued from page* 1)

argued that 128 is too many. In consequence, the dismissal notices were extended for a week.

Meanwhile, the British Film Producers' executive council has decided to give notice of the termination of all existing studio trade union agreements to clear the ground for a new over-all agreement with the three principal unions regulating pay and working conditions of all studio employes.

The proposed new agreement will be discussed at a meeting of the recently-created unit known as the Joint Industrial Council, composed of equal numbers of BFPA and union representatives.

42 Take TOA Space

(*Continued from page* 1)

Service, National Theatre Supply, C. A. Balch, Theatre Upholstery, B. F. Shearer, Haraghuesian Carpet, Embassy Uniforms, Alexander Smith, Globe Ticket, Projection Equipment, and the following candy and confectionery concerns: Hershey, Lamont Corliss, E. P. Lewis and Sons, Luden's, Reed Candy, Switzer Licorice, Hollywood Candy, Charms, Cardinet Candy, Peter Paul, Euclid, Bishop-Walter Johnson Sweets Co., Wrigley, American Chicle, Shutter Candy, Chase, Mellos, Habs, Carnation, Coco-Cola, Bireley's and Hylers.

To Attend 'PR' Meet

(*Continued from page* 1)

dent William L. Ainsworth, Myers, Charles Niles, Trueman T. Rembusch and Martin G. Smith. These are the Allied officials who met in Indianapolis last June with MPAA public relations officials Eric Johnston, Ned Depinet and Francis Harmon.

Since the Chicago meeting is merely exploratory and there is no advance agenda, the Allied announcement said that "Allied representatives will have no authority to bind Allied on any matter not heretofore considered and explored by the board. They may voice their individual views, but must report to the board at its October meeting before committing Allied to any definite policy."

State 'P.R.' Basis

The Allied representatives may advance two principles already approved by their organization. The directors decided that the discussion be confined to public relations for the time being and not expanded to include trade practices until it is ascertained whether the various elements can find a common ground in the public relations field. They also decided that a public relations program in order to be successful should include a reaffirmation of organized responsibility to the public and the adoption of new machinery and the strengthening of existing machinery for the correction of those matters that have given rise to public criticism.

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ONLY TWA
offers 300-mph
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For reservations, call your TWA office or your travel agent.
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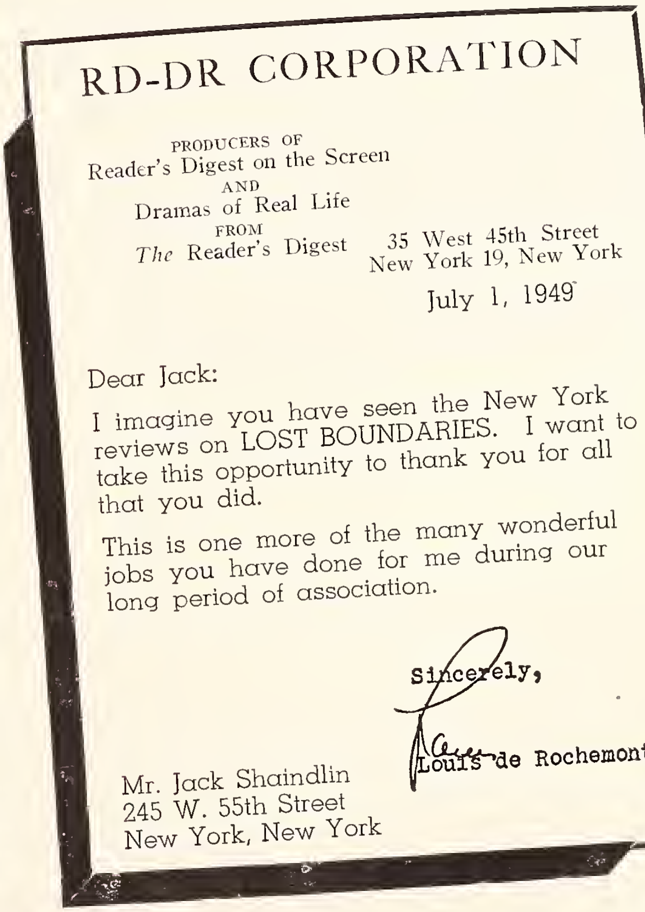
Thank You
Louis de Rochemont!



RD-DR CORPORATION

PRODUCERS OF
Reader's Digest on the Screen
AND
Dramas of Real Life
FROM
The Reader's Digest

35 West 45th Street
New York 19, New York

July 1, 1949

Dear Jack:

I imagine you have seen the New York reviews on LOST BOUNDARIES. I want to take this opportunity to thank you for all that you did.

This is one more of the many wonderful jobs you have done for me during our long period of association.

Sincerely,

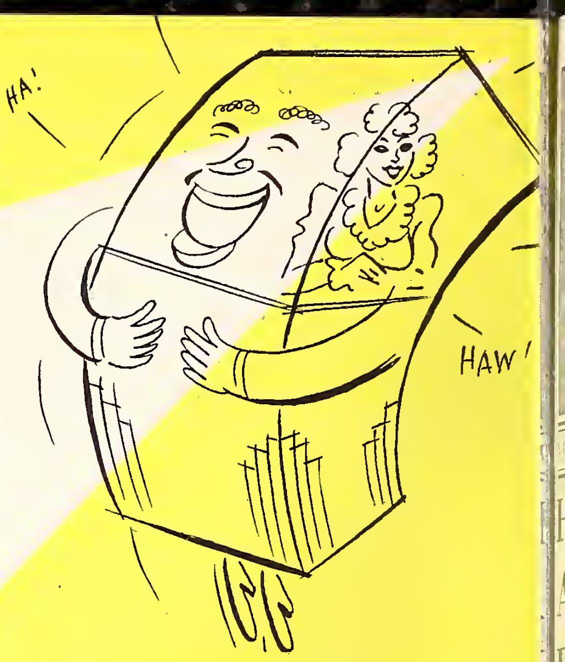
Louis de Rochemont

Mr. Jack Shaindlin
245 W. 55th Street
New York, New York

JACK SHAINDLIN, ***Musical Director***

The trade critics say:

Here's the LONG, LONG LAUGH your box-office has been longing for!



UNIVERSAL-INTERNATIONAL presents

ROBERT MONTGOMERY · **ANN BLYTH**

Going gay the way you've always loved!

T.N.T.... in tennis shorts!

"Once More, My Darling"

with **JANE COWL**

Based on the Hilarious Sat. Eve. Post Serial Story, "Come Be My Love"

Directed by ROBERT MONTGOMERY · Produced by JOAN HARRISON

reenplay by ROBERT CARSON · A NEPTUNE PRODUCTION · A UNIVERSAL-INTERNATIONAL Release

"First class comedy. Wacky fun! Montgomery's performance is his glib best and Miss Blyth is a joy!" —VARIETY

"Class merchandise, slick as a blue ribbon, light as a tea-time banter." —MOTION PICTURE HERALD

"Important, high-budget production. Lightning-paced and hilarious." —BOXOFFICE

"An 'A' caliber comedy! Should add much to the prestige and finances of Montgomery." —DAILY VARIETY

"Side-splitting humor." —HOLLYWOOD REPORTER

"Should do big business. Sparkling, fast-paced comedy that's got enough good, fat laughs to please even a tight-lipped audience." —FILM DAILY

"Packs heavy laughs." —MOTION PICTURE DAILY

"Perfect! Has the name-draw to bring them in, and from there on word-of-mouth will take over." —SHOWMEN'S TRADE REVIEW

Have you been keeping track of the U-I goings-on:

"JOHNNY STOOL PIGEON"... Terrific in San Francisco, Tucson and Vancouver premieres. Terrific in Boston! Going great guns in Upstate New York territorial premiere!

"CALAMITY JANE AND SAM BASS," "MA AND PA KETTLE," "THE LADY GAMBLES"... Hotter than the current heat wave!

"ABBOTT AND COSTELLO MEET THE KILLER"... Bulged house record in first engagement at Riverside Theatre, Milwaukee!

"THE BLUE LAGOON"... J. Arthur Rank's Technicolorful adventure was a shot in the arm to Los Angeles business!

And right now we're all waiting for the Jamboree Premiere of the Technicolor comedy hit "Yes Sir, That's My Baby" in Chicago, Indianapolis, Cleveland, Cincinnati, Pittsburgh and more than 400 midwest theatres day and date! *It will be tops in U-I promotion!*

NOW more than ever the showman's buy is U-I

THE INDUSTRY'S SHOWMANSHIP LEADER

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 28 NEW YORK, U. S. A., WEDNESDAY, AUGUST 10, 1949 TEN CENTS

Hughes Delays Action on Bid For Theatres

Reported Giving Atlas Another Week to Decide

Status of the bidding for Howard Hughes' controlling interest in RKO Theatres assumed the aspects of a mystery script as even the principals in the situation admitted they had heard nothing from Hughes up to late yesterday and had no clue as to which way he would move, or when.

However, it appeared definite that Hughes has neither accepted nor rejected the $6 per share bid made by Stanley Meyer, Matthew Fox and Cliff Work for the 929,020 shares, a 24 per cent controlling interest, in RKO Theatres to be issued to Hughes following its divorcement from the parent company next fall.

It appeared definite, too, that Atlas Corp., which had been given an option to meet a bid acceptable to Hughes,

(*Continued on page 6*)

ITOA Installation At Astor Tomorrow

Public officials and industry executives will be present at the 16th annual installation luncheon of the New York Independent Theatre Owners Association at the Hotel Astor here tomorrow.

Addresses are scheduled to be made by Mayor William O'Dwyer, who is to act as official installation officer; William F. Rodgers, M-G-M sales vice-president, John Reid Kilpatrick, president of Madison Square Garden;

(*Continued on page 6*)

Dividends of Film Companies Decline

WASHINGTON, Aug. 9.—Publicly-reported cash dividends of film companies for the first half of 1949 were sharply below those for the same 1948 period, though later revised figures may improve the total somewhat, the U. S. Commerce Department reported here today.

Figures reported for the January-through-June period of 1949 were $20,612,000, compared with $26,209,000

(*Continued on page 6*)

Expect 'IA' Studio Pact Today; Coast Talks Go Smoothly

HOLLYWOOD, Aug. 9.—IATSE negotiators and the Association of Motion Picture Producers' labor committee today resumed discussion of a new contract to supersede the basic pact which expires tomorrow night, with both parties confident that a satisfactory agreement will be reached by that time.

The negotiators were in session until early hours this morning, reportedly with no major stumbling blocks encountered. Heading the respective negotiating committees are "IA" president Richard F. Walsh and AMPP vice-president Charles Boren.

Legal counsel is sitting in on the discussions to make sure that whatever "job security" measures are adopted as substitutes for the outlawed closed shop will not violate the Taft-Hartley Law. The new basic agreement will cover 14 local unions of the "IA," as did the expiring contract.

Turner, WB Buyer, Heads UA Exchange

John Turner, head film buyer for Warner theatres in the Philadelphia area, has resigned and will join United Artists as Philadelphia branch manager.

Turner joined Warners 19 year ago. He will take over the Philadelphia UA office as soon as he completes his duties at Warners; he will succeed S. E. Applegate, who has resigned.

'U', RANK DEAL ON DOLLARS, PRODUCT

Canadians Fear New Austerity Measures

Toronto, Aug. 9.—With the announcement of Prime Minister Louis St. Laurent that the first session of Canada's 21st Parliament had been called for Sept. 15, Canadian film executives have become concerned over the threatened revival of austerity measures to conserve foreign exchange. This subject is most likely to be brought before the new House of Commons by Finance Minister D. C. Abbott because of the dwindling reserve of U. S. dollars in the Dominion.

Phil Isaacs Will Assist Hugh Owen

Phil Isaacs, Paramount New York salesman, has been named assistant to Hugh Owen, Eastern and Southern division manager, it was reported here last night by A. W. Schwalberg, Paramount sales vice-president.

Isaacs, who replaces Lou Wechsler, who, in turn, has been transferred to the New York branch as a salesman, joined Paramount in 1946.

"I Was a Male War Bride"

[*20th Century-Fox*]—That Rarity: An Hilarious Comedy

NO exhibitor requires a primer course on the value of a bang-up and genuinely funny comedy. Evidently the night audience at RKO's 58th Street New York Theatre which caught "I Was a Male War Bride" required no prodding, either.

This Cary Grant-Ann Sheridan co-starring attraction, backgrounded in post-war Germany, swept that audience off its feet into gales of laughter. Considerable of the dialogue was consumed in the roar thereby, but what wasn't heard was seen and it was more than enough. The probability is strong that audiences at large will react identically. There is reason enough.

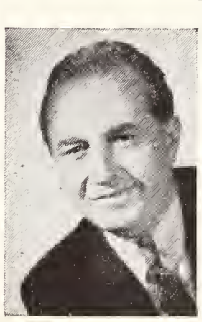
Just how Howard Hawks' latest got by Production Code authorities is a reasonable enough question. There are situations to raise eyebrows and, while they don't get downright bawdy, they get somewhat close. For instance, the general relationship between Grant, French Army captain assigned to the French Economic Commission, and Miss Sheridan, WAC lieutenant usually assigned to him, is more vague than definite. They go off on official missions, fill their assignments, but bicker and argue far beyond the call of duty but not beyond the call of romance.

TOGETHER they have adventures on the high road to Bad Nauheim with the aid of a motorcycle and comedy mishap, a bedroom with a faulty lock that imprisons Grant in Miss Sheridan's bedroom all night, a countryside

(*Continued on page 6*)

'U.I.' Acquires 'Hamlet,' Several Others Under Joint Production Pact

Universal-International has concluded with J. Arthur Rank an agreement which, in effect, gives the former sole rights to the earnings of Rank pictures which it releases here and elsewhere in the Western Hemisphere, and gives Rank free access to U-I's blocked sterling for production purposes in England.



Joseph Seidelman

The deal, together with previous defections, is expected to spell the end of the so-called "B" pool, the fund which had been set up here under the terms of the Anglo-American film

(*Continued on page 6*)

BFPA Names Cooper To European Post

LONDON, Aug. 9.—Appointment of Sir Alfred Duff Cooper, former British Ambassador in Paris, as Continental European representative of the British Film Producers Association, was confirmed by the BFPA today.

The Association said the post was created in consequence of special obstacles now existing to the export of U.K. feature films to various European countries and also to the recovery of revenue earned by producers abroad.

Smith Sets 8 Films For 20th's Drive

A. W. Smith, Jr., sales vice-president of 20th Century-Fox, has advised the company's 37 exchanges in the U. S. and Canada that eight features will be available for the 18-week personal branch managers testimonial drive starting Aug. 28 and ending Dec. 31. The pictures and release dates follow:

For September: "Come to the Stable," starring Loretta Young and

(*Continued on page 2*)

Personal Mention

ROY O. DISNEY, president of Disney Productions, is in New York from Hollywood.

•

CHARLES SIMONELLI, Universal-International exploitation head; AL HORWITS, studio publicity manager; producer LEONARD GOLDSTEIN and actor CHARLES COBURN left New York last night for Chicago.

•

MOE LEVY, 20th Century-Fox branch manager at Minneapolis, is in Asbury Hospital there, suffering from an attack of arthritis.

•

LEO BROIDY, Eagle-Lion publicity manager, has returned to his desk here from a vacation.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity chief, is in Detroit from New York.

•

B. G. KRANZE, Film Classics sales vice-president, is in Gloversville, N. Y., from New York.

Picker Makes Several Managerial Changes

Promotions and transfers affecting the managerial personnel of Loew's New York theatres have been made by Eugene Picker, general manager. Daniel Cohen, assistant manager of Loew's Metropolitan, Brooklyn, has been appointed acting manager of Loew's Palace, Brooklyn, succeeding Lawrence Stark, who moves to the Boro Park. Martin Gallagher, acting manager of the Willard, Woodhaven, moves to the Melba, replacing Edward Burke, who takes over at the Gates, Brooklyn. Jim Bruno, manager of Loew's Gates, shifts to Loew's Paradise, Bronx, succeeding Gilbert Marbe, who is no longer with the company. Morris Tanney moves from the Boro Park to Loew's 46th Street, replacing Paul Swater, who will fill the Willard vacancy.

Youngstein to Speak

WASHINGTON, Aug. 9.—Max E. Youngstein, director of advertising-publicity for Paramount, will be guest speaker before the Advertising Club of Washington at a luncheon next Tuesday. His topic will be: "What's Right with the Motion Picture Industry."

Approves FCC Changes

WASHINGTON, Aug. 9.—The Senate today approved a bill to overhaul the Federal Communications Act, including changes which may make it slightly more difficult for the FCC to toss Paramount case defendants out of the radio-television field. House action this year is extremely unlikely.

Harry Davenport, 83

HOLLYWOOD, Aug. 9.—Harry Davenport, 83, veteran character actor who started his motion picture career in 1912, died here today.

10 Films Completed And Only 3 Started

HOLLYWOOD, Aug. 9.—The production index met a big setback with 10 pictures completed and only three started, for a total of 29 in production.

Starting were: "Bells of Coronado", Republic; "Satan's Cradle", United Artists; "The Bowie Knife", Universal-International. Completed were: "Port of New York", Eagle-Lion; "Thunder in the Dust", Independent; "Square Dance Jubilee" and "Apache Chief", Lippert; "Lawless Code", Monogram; "Bed of Roses", RKO-Radio; "Broken Arrow" and "Turned Up Toes", 20th-Fox; "East of Java", "Free For All", Universal-International.

New Financing for E-L Still Sought

Robert R. Young is continuing work on several deals for new financing for Eagle-Lion which, if closed, are expected to lead to consummation of the agreement with Edward Small to assume direction of the company.

If the new financing is not provided, presumably within the next month or six weeks, the deal with Small would be officially off. Meanwhile, the latter remains a free agent and could negotiate and accept other deals.

Arthur Krim, whose resignation as E-L president becomes effective this weekend, probably will not be replaced immediately by Young unless the negotiations for new E-L financing collapse, definitely ending the prospects of a deal with Small. In that case Young probably would name a new E-L studio head at once.

MPAA, TOA Back Ads on Excise Tax

Disagreement with President Truman's stand on excise taxes was expressed in yesterday's *New York Times* and *Washington Post* through a full-page advertisement inserted by the Motion Picture Association of America, the Theatre Owners of America and 22 other national non-film trade organizations.

The ad carried the text of an appeal for excise repeal made by Beardsley Ruml, former Federal Reserve Bank of New York chairman, and urged immediate repeal of "one of the main causes of growing unemployment."

DuMont Net Profit Is Up 120 Per Cent

Allen B. DuMont Laboratories for the 24-week period ending June 19, reports net income after taxes of $1,779, 587, equivalent to 83 cents a share on the common stock after preferred dividends. This is an increase of 120 per cent over the same period in 1948 when income was $807,246, or 40 cents a common share.

Sales of the Paramount affiliate increased 87 per cent to $18,486,856, against $9,827,192 for the same period one year ago. Working capital was up 75 per cent, from $4,541,000 in 1948, to 7,971,000 last June.

Philadelphia Unit In Drive-in Fight

PHILADELPHIA, Aug. 9.—The Philadephia Theatres association was charged today with seeking to restrain trade in the current fight with Charles and Benjamin Goldfine and Harry Bolhover over the erection of a 1,000-car drive-in theatre within city limits.

In a hearing before the zoning board of adjustment John Corcoran, counsel for the petitioners, accused the PTA of attempting to stamp out competition after PTA counsel Albert M. Cohen pointed out that regular theatres, which are protesting the Goldfine-Bolhover petition for a commercial zoning classification in an eight-block South Philadelphia area, contribute significant sums in real estate taxes on their assessed value of $25,000,000. He said their income was threatened by the proposed drive-in. Cohen also claimed that the drive-in would be operated in a residential district and would constitute a traffic hazard.

MPIC to Pick 'PR' Delegates Tonight

HOLLYWOOD, Aug. 9.—The Motion Picture Industry council will select representatives to attend the Chicago meeting of the all-industry public relations project at a meeting to be held here tomorrow night. The original plan to send only two delegates has been changed, but the new number has not been determined. The SIMPP, although an MPIC member, will send its own two.

Ronald Reagan officially succeeds Cecil B. DeMille as MPIC chairman tomorrow, but co-chairman Roy Brewer will preside due to Reagan's hospitalization.

K.C. Chamber Slates Program on Industry

KANSAS CITY, Aug. 9.—A committee of distributors and exhibitors, headed by Arthur Cole and E. C. Rhoden, has been formed to prepare a Chamber of Commerce program designed to show the importance of the film industry to this city.

Eric Johnston, president of the Motion Picture Association of America, is slated to be the main speaker at the luncheon, one in a series called "Kansas City on Parade."

Mike Naify Resumes Buying from M-G-M

SAN FRANCISCO, Aug. 9.—With the purchase today of "Neptune's Daughter" and "The Stratton Story," Mike Naify placed his theatre circuit back on M-G-M's roster for availabilities. George A. Hickey, M-G-M Western division sales manager who has had a series of meetings with Naify here, expressed himself and Naify as "very happy to be together again." Hickey will return to Los Angeles tomorrow.

Mrs. Barbara Krim, 20

DETROIT, Aug. 9.—Mrs. Barbara Krim, 20, married last week to Harry Krim, who with his brothers Mac and Sol operate Krim Theatrical Enterprises here, was killed Saturday in an automobile accident near Davenport, Ia. Her husband escaped with bruises.

Newsreel Parade

DEAN ACHESON explaining China's policy is a current newsreel highlight. Other items include sports, fashions and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 64—Mount Blanc Observatory. ROTC cadets. Indian landlords. Tallest man. Aviation: jet propulsion. French horse show. Deep sea fishing. French bathing suit styles and diving.

NEWS OF THE DAY, No. 298—Red crisis in Asia. Parachutists battle raging forest fire in Montana. California girls O.K. French bathing suits. Motor-bike daredevils.

PARAMOUNT NEWS, No. 101—Watercase thrills 3,000 at Hollywood benefit. Cecil B. DeMille joins Ringling to study for circus production. China: story of a nation's defeat.

TELENEWS DIGEST, No. 32-A—Paris: Reds assail U. S. generals. Washington: Acheson tells China's policy. Danger signs in Germany. Germany: Thomas Mann on visit. Cuba honors American Ambassador. New York: Communist trial in 30th week. American girl set for channel swim. Costa Rica: mass bullfight.

UNIVERSAL NEWS, No. 272—CARE chief Douglas Fairbanks distributes aid to grateful people. French bathing suits. Indian money. Tall man. Football clinic. Postmen's race. Motorcycle thrill race.

WARNER PATHE NEWS, No. 103—People in the news: Philippine President; world's tallest man; want-ad bride. De Haviland comet. China policy. Tuna fish treasure hunt. Canadian Indians. Diving. Motor boat race.

Smith Sets 8 Films

(*Continued from page* 1)

Celeste Holm, and "I Was a Male War Bride," with Cary Grant and Ann Sheridan; for October: "Father Was a Fullback," starring Fred MacMurray and Maureen O'Hara, and "Thieves' Highway," starring Richard Conte and Valentina Cortesa; for November: "Everybody Does It," starring Paul Douglas, Linda Darnell and Celeste Holm, and "Oh, You Beautiful Doll," with June Haver and Mark Stevens; for December: "Three Came Home," starring Claudette Colbert, and "Prince of Foxes," starring Tyrone Power, Orson Welles and Wanda Hendrix.

Nat Holt's Cinecolor production, tentatively titled "Man of the Plains," will also be ready for release during the testimonial. In the same period, the world premiere of Darryl F. Zanuck's production of "Pinky" will be held.

'Baby' Premiere Tonight

CHICAGO, Aug. 9.—Universal-International's "Yes Sir, That's My Baby" will have its world premiere at the Roosevelt Theatre here tomorrow night, climaxing three days of personal appearances by Donald O'Connor, Charles Coburn, Joshua Shelley, Patricia Alphin and Gwen Carter. More than 250 openings in the Midwest have been set for the coming fortnight.

James C. Stewart, 83

TORONTO, Aug. 9.— James C. Stewart, 83, one-time director of Loew's, Inc., died at his home here over the weekend. T. M. Stewart, a brother, is an executive of Eastman Kodak at Rochester, N. Y.

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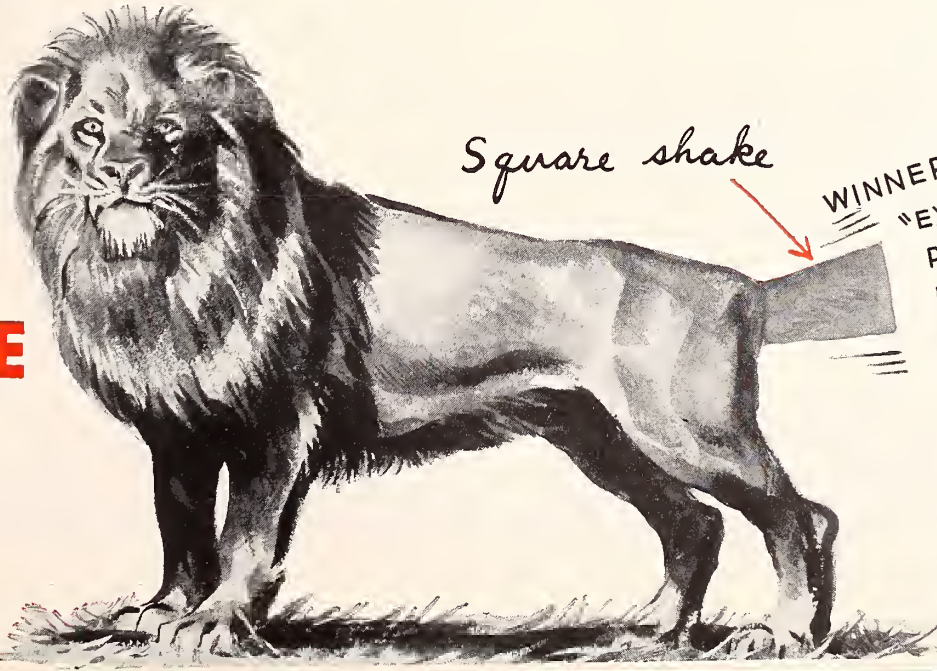
WE'LL TELL YOU IN TWO SHAKES OF A LAMB'S TAIL!

M-G-M has won the Blue Ribbon Award of Boxoffice magazine four months in a row! Another M-G-M First, it's the all-time record in 17 years of Blue Ribbon Awards. The winners! April: "Take Me Out To The Ball Game." May: "Little Women." June: "The Barkleys of Broadway." July: "The Stratton Story." We predict the August winner will be M-G-M's new hit "In The Good Old Summertime"– Big at Radio City Music Hall and across the nation!

Also Big: "Neptune's Daughter," "Any Number Can Play." Watch for "Madame Bovary"

AND YOU'LL ALWAYS GET A SQUARE SHAKE FROM LEO!



WINNER OF "EXHIBITOR MAGAZINE" POLL FOR "BEST PRODUCT AND FAIREST TERMS!"

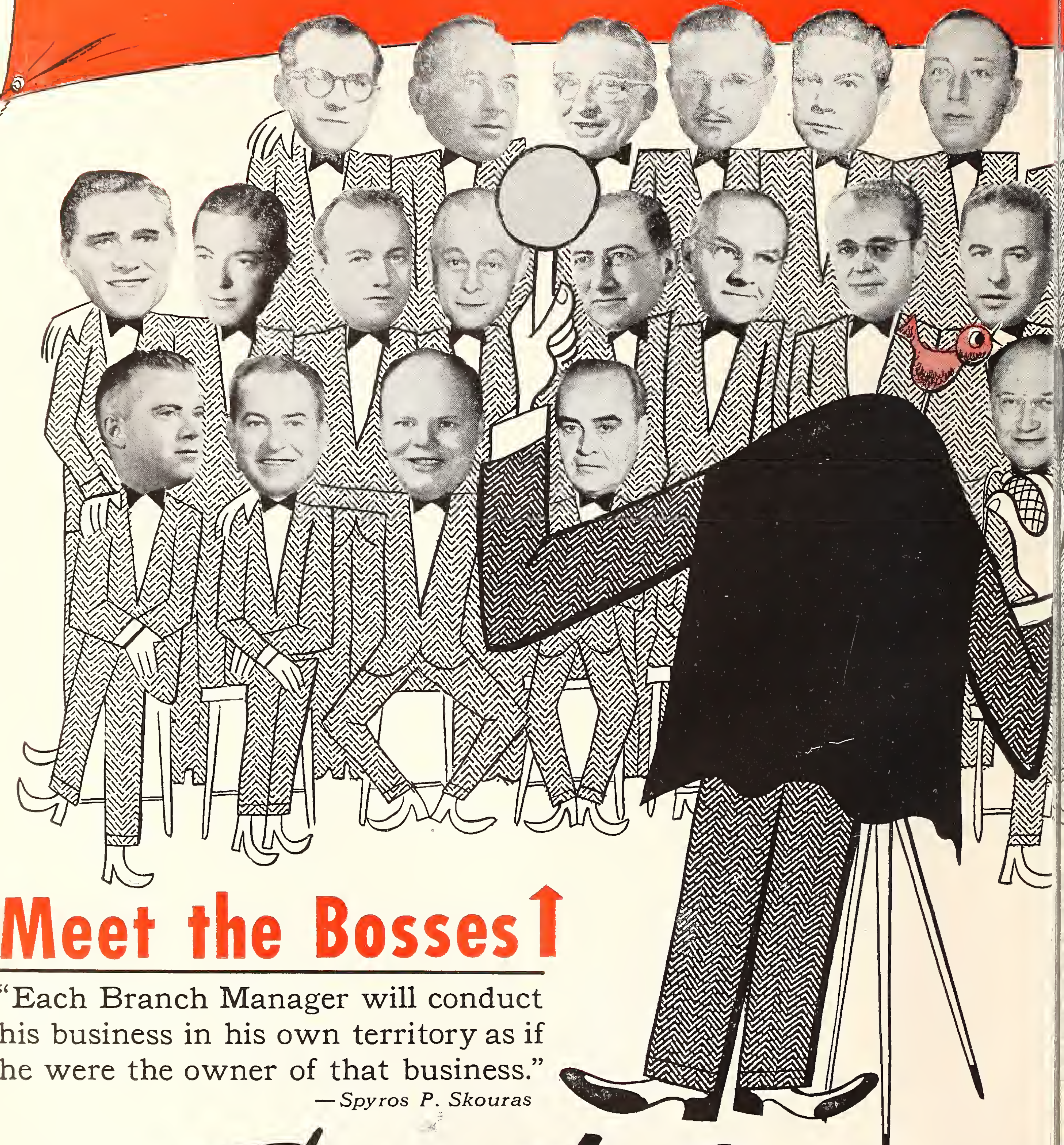
PRESS-TIME EXTRA!

"Good Old Summertime" at Music Hall sets new M-G-M opening record. First 4 days are second biggest all-time M-G-M high!

Salute to Disabled Vets!
Book "How Much Do You Owe?"

There's No Organization Li

BRANCH MANAGERS' TESTIMONI



Meet the Bosses ↑

"Each Branch Manager will conduct his business in his own territory as if he were the owner of that business."

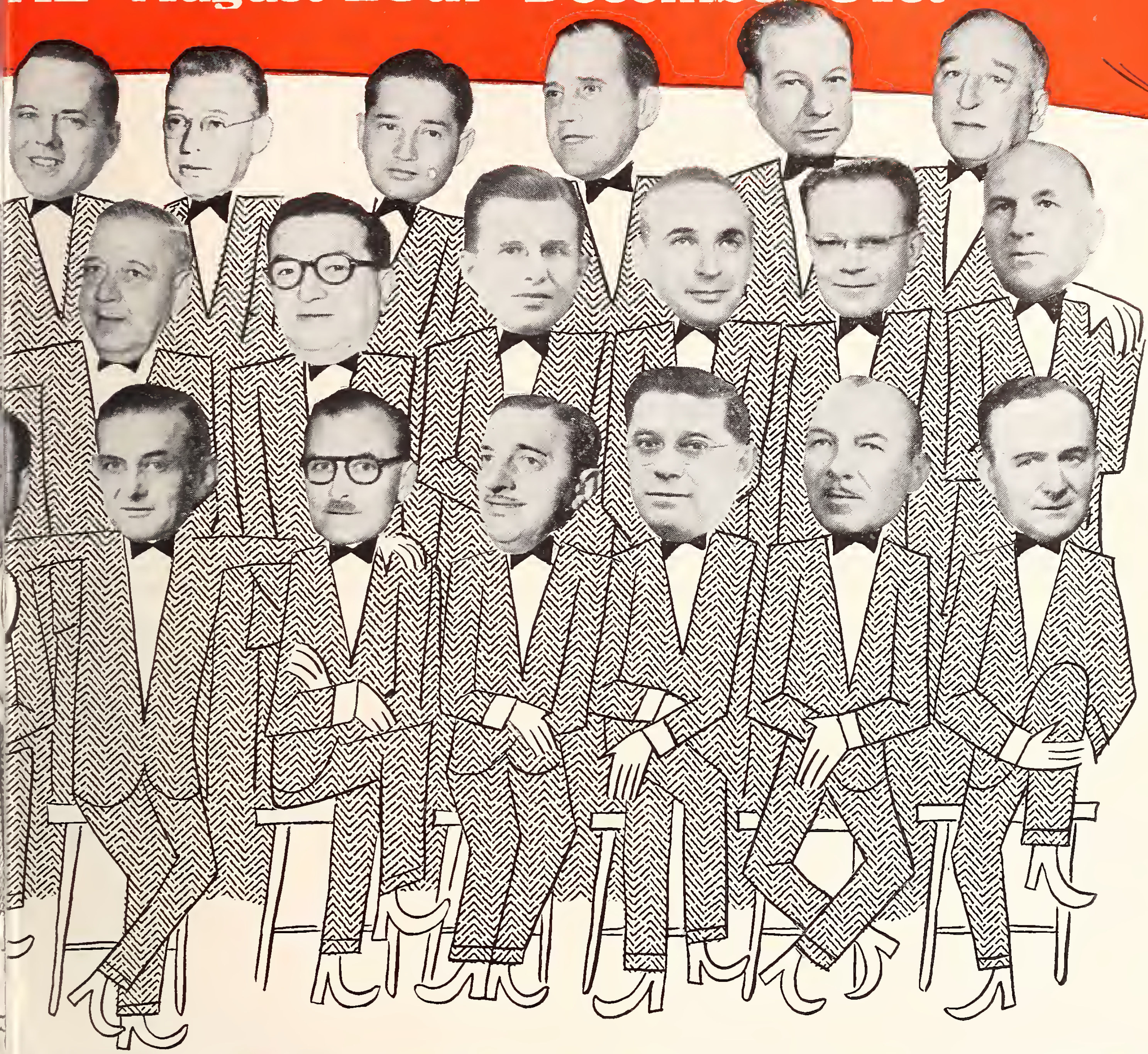
—*Spyros P. Skouras*

There's No Business

EVERY THEATRE SHOULD PLAY THE ONE-REEL-SHORT "HOW MUCH DO Y

ke The 20th Organization!

AL • August 28th–December 31st



Reading from L. to R.—seated— **DANIEL R. HOULIHAN,** *Albany;* **FRED R. DODSON,** *Atlanta;* **JAMES M. CONNOLLY,** *Boston;* **CHARLES B. KOSCO,** *Buffalo;* **VERNON M. SKOREY,** *Calgary;* **JOHN E. HOLSTON,** *Charlotte;* **TOM R. GILLIAM,** *Chicago;* **JOSEPH B. ROSEN,** *Cincinnati;* **IZZY J. SCHMERTZ,** *Cleveland;* **PHILIP LONGDON,** *Dallas;* **VINCENT J. DUGAN,** *Denver; 2nd row—* **RALPH PIELOW, JR.,** *Des Moines;* **JOE J. LEE,** *Detroit;* **TOM O. McCLEASTER,** *Indianapolis;* **JOE R. NEGER,** *Kansas City;* **CLYDE W. ECKHARDT,** *Los Angeles;* **TOM W. YOUNG,** *Memphis;* **JACK H. LORENTZ,** *Milwaukee;* **MOE A. LEVY,** *Minneapolis;* **EDWARD ENGLISH,** *Montreal;* **BENJAMIN A. SIMON,** *New Haven;* **MARK SHERIDAN, JR.,** *New Orleans;* **SAM E. DIAMOND,** *New York;* **MARION W. OSBORNE,** *Oklahoma City;* **JOE E. SCOTT,** *Omaha; 3rd row—* **SIEG HOROWITZ,** *Philadelphia;* **WELDEN WATERS,** *Pittsburgh;* **CHARLES F. POWERS,** *Portland;* **CHARLES L. WALKER,** *Salt Lake City;* **ALEX W. HARRISON,** *San Francisco;* **REGINALD G. MARCH,** *St. John;* **GORDON F. HALLORAN,** *St. Louis;* **CHILTON L. ROBINETT,** *Seattle;* **PETER MYERS,** *Toronto;* **JAMES E. PATTERSON,** *Vancouver;* **C. GLENN NORRIS,** *Washington;* **JOSEPH H. HUBER,** *Winnipe*

Like 20th CENTURY-FOX Business!

OWE?" MADE BY THE INDUSTRY FOR THE DISABLED AMERICAN VETERANS.

44 Features from England in 6 Months

Washington, Aug. 9.—The British film industry made 28 first-features and 16 second-features during the first six months of 1949, and it is still believed that the 1948 total of 63 first-features will be reached by the end of the year, the U. S. Commerce Department said here today.

As of June 18, Commerce reported, there were 13 studios with 45 stages active in England and 14 studios with 38 stages inactive.

"I Was a Male War Bride"

(*Continued from page* 1)

episode in which Grant gallantly upholds the Frenchman's reputation for romance, etc. Meanwhile, the two principals continue to growl at each other, making wisecracks as they proceed until the script decides they have discovered love.

When a French officer wants to marry an American officer, problems set in. Army red tape begins to trip up things so that Grant and Miss Sheridan have an involved time getting clearance which calls for two military ceremonies and one religious.

Very much married now, their nuptial night runs into an obstacle race with opportunity for additionally pointed observation. But the chief difficulty of all arises over regulations which prevent Grant, as a Frenchman, from leaving Germany for America. A friendly and bewildered American consul hits upon the war bride regulation—Public Law No. 271 of the Congress—as the way out. Since a bride is a woman, Grant can't board the Army transport as a man. So he gets into a WAC uniform, makes the ship where the difficulty is cleared up and the long-delayed relationship of bridegroom versus bride is established.

"I Was a Male War Bride" has the merit of an away-from-routine story, developed with the assistance of a number of gags, many routine, yet all sure-fire. The backgrounds, in the main, are on-the-spot. The performances are competent and engaging and the direction is fast, but with an inclination to over-extend the footage. "Male War Bride" is unquestionably commercial all over, but it could be shorter.

Henri Rochard is credited with the story and Charles Lederer, Leonard Spigelgass and Hagar Wilde with the screenplay. Sol C. Siegel produced.

Running time, 105 minutes. Adult audience classification. Release date, Sept., 1949.

RED KANN

Univ. Rank Deal

(*Continued from page* 1)

agreement for division of British film earnings in the American market.

U-I foreign distribution vice-president Joseph H. Seidelman, who disclosed details of the deal here yesterday following his return by plane from two weeks in London, explained that the industry's agreement with the British government provides specifically that blocked sterling may be used for various purposes, including: (1) acquisition of British pictures, (2) financial participation in British pictures, (3) production of British pictures with blocked sterling.

The U-I deal with Rank, he said, provides for the former's use of blocked sterling in all three categories.

Under the deal U-I has acquired a group of Rank pictures for the Western Hemisphere, among them "Hamlet," the U. S. earnings of which will go to U-I alone. "Hamlet" rentals thus far have reached approximately $1,500,000 from about 350 U. S. situations, and the picture is said to have "barely scratched the surface" of its potential playing time in this country. "Christopher Columbus" is another Rank production which U-I acquires under the deal, and which, it is said, includes all Rank product now showing or about to be shown in the U. S. under U-I and Prestige Pictures banners.

Seidelman said that in addition to the fact that U-I will participate here financially in a number of British pictures presently in production, the company and Rank are planning a joint production project for four more. "It is expected," he said, "that this will consume U-I's current balance of blocked sterling (sterling earnings in England) for many months to come."

Previously, several American distributors, by means permitted under the language of the British monetary agreement, successfully maneuvered away from making payments into the "B" pool. Universal was the only company with appreciable earnings from British films in this market which did not attempt to side-step the intent of the remittance agreement, but it served notice that it would not put its large earnings from British films here into the pool unless the entire situation was rectified. Motion Picture Association of America member companies held several meetings here recently with a view to accomplishing such rectification, but no reports of success in that respect have been forthcoming.

ITOA Installation

(*Continued from page* 1)

Police Commissioner William P. O'Brien and Harry Brandt, who is being installed as president for the 16th consecutive year.

Among those invited are: Anna Rosenberg, Milton C. Weisman; Comptroller Lazarus Joseph; Vincent R. Impellitteri, president of the City Council; Edward T. McCaffrey, Commissioner of Licenses; Congressman Emanuel Celler; vice-chairman of the City Council Joseph Sharkey; William Powell, Sanitation Commissioner; Patrick J. Meehan and James B. Nolan, Deputy Police Commissioners; James Sauter, Deputy Commerce Commissioner; Sean P. Keating, Deputy License Commissioner; Judge Irving Ben Cooper; Judge Walter R. Hart; Assemblyman Irwin Steingut.

Among the industry executives invited are: Ellis Arnall, Francis Harmon, Neil Agnew, Charles C. Moscowitz, Ned Depinet, Maurice Bergman, Leonard H. Goldenson, Abe Montague, Joe Hornstein, Herman Robbins, A. W. Schwalberg, William Heineman, Herman Gelber, Sid Deneau, Morey Goldstein, Arthur Sachson, Jake Starr, Joseph Bernhard, George J. Schaefer, William German, Arthur Greenblatt, Bernard Kranze, Malcolm Kingsberg, Sam Rosen, Fred J. Schwartz, Sol Strausberg, Joe Vogel, Walter Higgins, Sam Rinzler, Maury Miller, Gael Sullivan, Leo Brecher, Russell V. Downing, Robert Weitman, Martin Moskowitz, Benjamin Fielding, D. John Phillips, Charles H. Moses, Jay Emanuel, Joseph Springer, Wilbur Snaper, Harry Lowenstein, Montague Salmon, Dave Katz.

Hughes Delays

(*Continued from page* 1)

has taken no action to match the Meyer-Fox-Work bid.

There was no official confirmation that the option had expired and even Atlas spokesmen stated flatly that they did not know. Atlas Corp. reportedly has questioned some particulars of the Meyer-Fox-Work bid and the general impression is that, while the option term with an eight-day extension granted by Hughes will expire today, the latter is giving Atlas additional leeway to investigate its questions and to satisfy itself that the Meyer-Fox-Work offer is *bona fide.*

According to one unconfirmed report in circulation yesterday, Hughes plans to take no action for another week on the bid before him, in order not to hurry any examination of that bid which Atlas may care to make. The additional time, it is reported, is for that reason alone and not in anticipation of a matching bid from Atlas, since Hughes is understood to have been advised by the investment company that it has no intention of matching the Meyer-Fox-Work bid.

Officially, the situation seemed to be that nobody but Hughes knows what is going on and he wasn't telling.

Still in the background is the possibility of a bid by Malcolm Kingsberg, RKO Theatres president, who, with Atlas apparently out of the bidding picture, is said to be still negotiating on his own for backing which would permit him to meet or better the bid now before Hughes.

Film Dividends

(*Continued from page* 1)

for the first half of 1948. However, Stanley Co. has not reported any dividends so far this year, but paid sizeable dividends in February and May of 1948 and 1947, respectively. If Stanley did pay those dividends this year and reports them at the end of the year—the procedure it followed last year and the year before—the 1949 figures will be much better, though still below those of 1948.

Dividends reported for June were $7,419,000, slightly above the $7,280,000 reported last June. Commerce said the actual figures for this June were slightly lower than last June, but that each month the figures are adjusted to try to take into account certain changes which the companies make later in the year, and this brought the 1949 figure above 1948.

A BOX OFFICE
BLAST
IS ON THE WAY!
When Lancaster Meets Calvet
in Hal Wallis'*
'Rope of Sand'
A Paramount Picture
* Producer of "Casablanca"

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 29 NEW YORK, U. S. A., THURSDAY, AUGUST 11, 1949 TEN CENTS

Technicolor Seeks Suit 'Settlement'

Not 'Necessarily' Consent Decree, Kalmus States

HOLLYWOOD, Aug. 10.—Technicolor, Inc., is negotiating through company counsel in New York with Department of Justice attorneys concerning a "reasonable settlement" of the government's anti-trust suit, a spokesman for president Dr. Herbert T. Kalmus disclosed here today.

The spokesman said that Kalmus, who declined to accept a consent decree when Eastman Kodak, jointly named in the suit, did so, had not changed his position. Kalmus at that time declared he preferred to go to trial and to prove Technicolor had not been guilty of conspiracy.

A "reasonable settlement" does not necessarily mean a consent decree, the spokesman said, adding that Kalmus is not aware of the extent progress has been made in negotiations by New York counsel. The trial is slated for here in January.

SPG Vote on Strike Slated for Monday

A membership meeting for the purpose of taking a strike vote will be held by the Screen Publicists Guild here Monday night at the Netherlands Club. The Screen Office and Professional Employes Guild is expected to take similar action shortly.

Monday night's meeting follows the unanimous recommendation of SPG's representative council last week that both unions take a strike vote. The meeting agenda will also include reports on new SPG units.

British Columbia Exhibitors Organize

Toronto, Aug. 10.—Arch H. Jolley, local secretary of the National Committee of the Motion Picture Exhibitors Association of Canada, discloses the formation at Vancouver of the British Columbia Exhibitors Association, composed of Famous Players, Canadian Odeon and independent theatres. First secretary is K. E. Hayter of Odeon.

Study of Appeal vs. Decree Still On

Defense attorneys in the industry anti-trust suit are continuing their study of the New York Federal statutory court's divorcement opinion with no present indications that either Loew's, 20th Century-Fox or Warners will make any early decision on either appeals to the U. S. Supreme Court or negotiations for consent decrees.

Warners and 20th-Fox officials yesterday characterized as "hot air" and "completely unfounded" a story published in another trade paper yesterday that representatives of both companies had approached Department of Justice officials in Washington in order to sound out the possibilities of consent decrees.

The story also was denied by the Justice Department in Washington where it was pointed out that no Department official qualified to discuss the matter is now or has been in Washington recently. Herbert Bergson, head of the anti-trust division,

(*Continued on page* 4)

Goldberg Building Studios in Florida

Contractors have started to remodel the Amelia Earhart Airport at Miami, into what is claimed will be the largest motion picture studio on the East Coast, to be operated by Jack Goldberg. He has incorporated in Florida under the name of Hialeah Motion Picture and Television City. New York offices of the company will be continued.

Goldberg plans the production of two pictures and intends to specialize in Western and "B" productions. He will also produce several Negro films. The plan will be available to outside producers on a rental basis.

SCTOA on Sullivan Festival Bandwagon

Los Angeles, Aug. 10.—Gus Metzger, board chairman of the Southern California Theatre Owners Association, disclosed here today that the SCTOA's board and members "heartily and enthusiastically endorse the Fall Film Festival plan conceived by Gael Sullivan."

"In order to be successful, however," Metzger added, "it must be an all-industry project, and we sincerely hope that every branch of our industry will get behind the plan."

NamePickman Para. Assistant Ad Chief

Jerry Pickman, Paramount's director of exhibitor relations, has been named assistant national advertising-publicity-exploitation director, a post he will fill in conjunction with his exhibitor relations duties, it was announced here yesterday by Max E. Youngstein, national advertising-publicity head.

Pickman, who, Youngstein said, has been functioning to all intents and purposes as assistant national director during the past several weeks, held the same position up to three months ago at Eagle-Lion here when Youngstein was that company's ad-publicity chief.

The Pickman appointment completes the alignment of Youngstein's home office department heads, Sid Blumenstock as advertising manager, Mort Nathanson as publicity manager and Sid Mesibov as exlpoitation manager.

Revisions in New York Censor Set Up Studied

ALBANY, N. Y., Aug. 10.—New York State Assistant Commissioner of Education Edwin R. Van Kleeck, within whose jurisdiction the Department's motion picture (censorship) division has been newly placed, has commenced a study of the Wicks Commission report calling for several changes in the division's operations.

The report recommends effecting a "better balance" between men and women reviewers in the division and the immediate appointment of a man to fill a reviewer vacancy; that state reviewers visit theatres from time to time to note the public's reaction to pictures and specific scenes; and that the division's Albany office be consolidated with the New York office.

Van Kleeck's taking over supervision of the motion picture division is one of a number of planned departmental "streamlining" moves instituted by Commissioner of Education Francis T. Spaulding. Heading the division is chief censor Flick who succeeded acting division head Ward T. Bowen who now heads the state bureau of visual aids and radio.

Van Kleeck's over-all supervision of the motion picture division was handled previously by assistant education commissioner Lloyd L. Cheney.

See Studio 'IA' Pact Reached As Talks End

Seniority, Hiring Rights Will Replace Closed Shop

HOLLYWOOD, Aug. 10. — With both parties confident agreement would be reached before midnight, when their five-year-old contract expires, IATSE negotiators and the Association of Motion Picture Producer's labor committee were in conference late this evening on details of a new pact to become effective tomorrow.

The basic contract, which sets an over-all pattern for relations with IATSE's 14 studio locals, will include seniority and preferential hiring provisions designed as a substitute in some measure for the closed shop agreement outlawed by Taft-Hartley Act, and will set reopening dates.

It is understood that the pension plan advanced by IATSE prior to the

(*Continued on page* 4)

Para. Meshes N. Y., Coast Ad Functions

Sweeping revisions in the relationship between Eastern and West Coast advertising-publicity operations, including a "developing policy" of publicity cooperation by actors and actresses, have been instituted by Paramount, national advertising-publicity director Max E. Youngstein disclosed here yesterday.

Revealing the changes at a press interview participated in by Norman Siegel, the company's studio publicity director, Youngstein said complete coordination has been effected between

(*Continued on page* 4)

Warn New England Of Counterfeits

Boston, Aug. 10.—Two men were held here for the Federal Grand Jury today charged with passing counterfeit 10- and 20-dollar bills. The Secret Service office here said the two passed many bogus bills in theatres and in mercantile establishments.

The Secret Service has warned all money-handlers in New England to be on the lookout for bogus bills.

Personal Mention

SPYROS P. SKOURAS, 20th-Fox president who is now touring Europe, is due to return here early next week by plane.

●

Edward L. Hyman, vice-president of Paramount Theatres Service Corp., accompanied by his assistant, Selig J. Seligman, will leave here tomorrow to visit theatres in Upstate New York.

●

Katharine Reeve, daughter of Henry Reeve, president of the Theatre Owners of Texas, with headquarters at Menard, Tex., and James Edward Rickard, New York television executive, are honeymooning.

●

Russell Moss, executive vice-president of the IATSE Motion Picture Home Office Employes Local No. H-63, has left here for a vacation in the Pocono Mountains in Pennsylvania.

●

W. A. Scully, Universal-International sales head, has returned to the home office from product conferences with Schine Circuit officials at Gloversville, N. Y.

●

Elizabeth Schwartz, secretary to Leo Jaffe, Columbia home office executive, was married last week at Temple B'nai Abraham, Newark, to Edward L. Rosenberg of that city.

●

Darryl F. Zanuck, 20th-Fox production vice-president, is due back in New York in the first week in September from his European tour.

●

David Beznor, counsel for the Colosseum of Motion Picture Salesmen of America, is in New York from Milwaukee.

●

Robert Weitman, Paramount director of theatres, has left here for Lynchburg, Va. He will return tomorrow.

●

Gael Sullivan, Theatre Owners of America's executive director, is due back in New York today from Allentown.

●

Joseph H. Hazen, president of Hal Wallis Productions, will leave here tomorrow for Europe, returning in about three weeks with Hal Wallis, who is in Italy.

●

Herman Kass, Universal-International exploitation representative at Hartford, is in New York.

●

George Nichols, M-G-M studio publicist, left here yesterday by plane for the Coast.

●

George A. Smith, Paramount Western manager, left here yesterday for the Coast.

●

Paul Raibourn, Paramount vice-president, left here yesterday by plane for London.

Insider's Outlook

By RED KANN

ON the night of July 20, the Cleveland Indians played the Yankees in Cleveland. The attendance was 75,340 and the game was not televised.

On the night of July 25 in New York, the Indians also played the Yankees. The attendance was 71,354, and the game was televised.

Therefore, the proposition is this:

Yankees and Indians minus TV equal 75,340.

Yankees and Indians plus TV equal 71,354.

The problem: What price TV?

The answer: ————?

■ ■

It's standard practice to squawk about Hollywood's shortcomings and to ponder why the studios do this or that. But, at least, they function under a free system which permits them to indulge their mistakes as well as to enjoy their successes. The record long since reveals that it works.

Contrast this with the order of the day in Mexico, for instance, where President Aleman has approved an eight-point program designed, presumably, to put production there on more firm ground. Here are several of the steps:

A special committee of five intellectuals will revise all scripts.

All pictures are to have a message.

If required, measures will be enforced to reduce studio costs and/or, if circumstances warrant, close some of them.

■ ■

Quick run-through on "Home of the Brave," a courageous film if ever Hollywood made one:

Five days at the Trans Lux, Washington, brought about $10,000.

Day-and-date run at the Republic, Washington [Negro patronage] about $14,000. No civilized person discusses Washington's thermometer in August, it must be remembered.

Four days at the Earle, Philadelphia, where it is also sizzling —about $22,500.

Having passed the censor in Memphis to everyone's surprise, including United Artists, the film opens at the Malco there today, and ten days later gets under way at the Saenger, New Orleans.

■ ■

To its membership, Mid-South Allied offers this constructive advice, which is recommended at large:

"No one should be dismayed by the dwindling grosses. They merely present another challenge to the resourcefulness of the industry. No other entertainment medium is built on so secure a foundation. Despite the already vast movie audience, we are far from saturation. If the producers will supply fresh, quality product and the exhibitors will roll up their sleeves, two new customers can be found for every one that is lost. But the theatres must have an abundant supply of fresh, clean pictures that will afford relaxation in a troubled world."

■ ■

Because of many complaints of over-crowding, the police department of Albany, N. Y., has ordered theatre managers to stop the sale of tickets when the standees pile up in lobbies and in the rear of the orchestras.

This actually is a heart-warming item. Albany, at least, had the standees.

Para. Buys 13,600 Shares of Common

Paramount bought on the open market last month 13,600 shares of its own common stock, bringing to 962,215 the number of shares accumulated in its treasury since the stock-buying program was announced in November 1946, by company president Barney Balaban.

FBI Recovers 14 Prints

Fourteen more feature prints and one short subject, all product of major distributors, have been recovered by the FBI for the Army and Air Force Motion Picture Service. Recovered prints were turned over to Sargoy and Stein, copyright counsel here for the distributors.

Adams Joins Velde On Poster Account

Al Adams, formerly of Paramount, RKO Radio and Warners, has joined Donald L. Velde Enterprises to handle the Theatre Posters, Inc., account, which has retained Don Velde as advertising counselor.

Ontario Calls 3 'Adult'

Toronto, Aug. 10.—The Ontario Board of Censors has added to its "adult" list, "Hamlet", "Torment" and "Obsession".

Premiere in Cleveland

Cleveland, Aug. 10.—Republic's "The Cleveland Kid," produced in this city, will have its premiere here Sept. 2.

Unknown Gets Title Rôle in 'Valentino'

Hollywood, Aug. 10. — Edward Small has announced Tony Dexter for the name role in "Valentino As I Knew Him," which Small will put into production the week after next following eleven years of preparation.

Dexter, 29, Nebraska-born war veteran educated at the University of Iowa, majoring in dramatics, was introduced to Small by a Valentino fan club. He has acted in amateur theatricals but has had no previous professional experience.

Small has selected no release channel for the Valentino picture, but indicated that it could be first under a multi-picture distribution deal with Columbia now in negotiation but not yet set.

Legion Reviews 14; Classifies One 'B'

Fourteen additional films have been reviewed by the National Legion of Decency, with one receiving a "B" rating. In that category is Monogram's "Forgotten Woman." In Class A-1 are Columbia's "Air Hostess" and "Mr. Soft Touch"; Universal - International's "Christopher Columbus" and "Yes Sir, That's My Baby"; Monogram's "Trail of the Yukon" and "West of Eldorado"; RKO Radio's "Mysterious Desperado" and Casino Film Exchanges' "Gefaehrliches Spiel" and "Kater Lampe."

In Class A-II are United Artists' "Daring Caballero," M-G-M's "Madame Bovary," Screen Guild's "Ringside," and Monogram's "Temptation Harbor."

Air Premiere of 'Hurricane' Today

First showing of a double feature in an airplane in flight will mark the New York air premiere of "Slattery's Hurricane" which 20th Century-Fox, in cooperation with the Navy, will hold today in the Navy's new 168-passenger Lockheed Constitution. The second film will be the Navy's hitherto unreleased documentary, "Weather at War."

Attending will be representatives of the trade press, the four major networks, wire services, the newsreels, and New York Metropolitan newspapers. The jet take-off will be from Floyd Bennett Field.

Brown-Embassy Plan Films in Australia

Hollywood, Aug. 10.—Production of two features annually in Australia will be undertaken under an agreement reached between Howard C. Brown Productions here and Embassy Pictures of Sydney. Films will be privately financed, it was said, with no attempt made to utilize frozen film funds in Australia. American distribution has not been set.

New Foreign House Here

A new policy of extended runs for first-run foreign films has been set for the Arcadia, 400-seat house at 59th Street and Third Ave., New York, to become effective in September.

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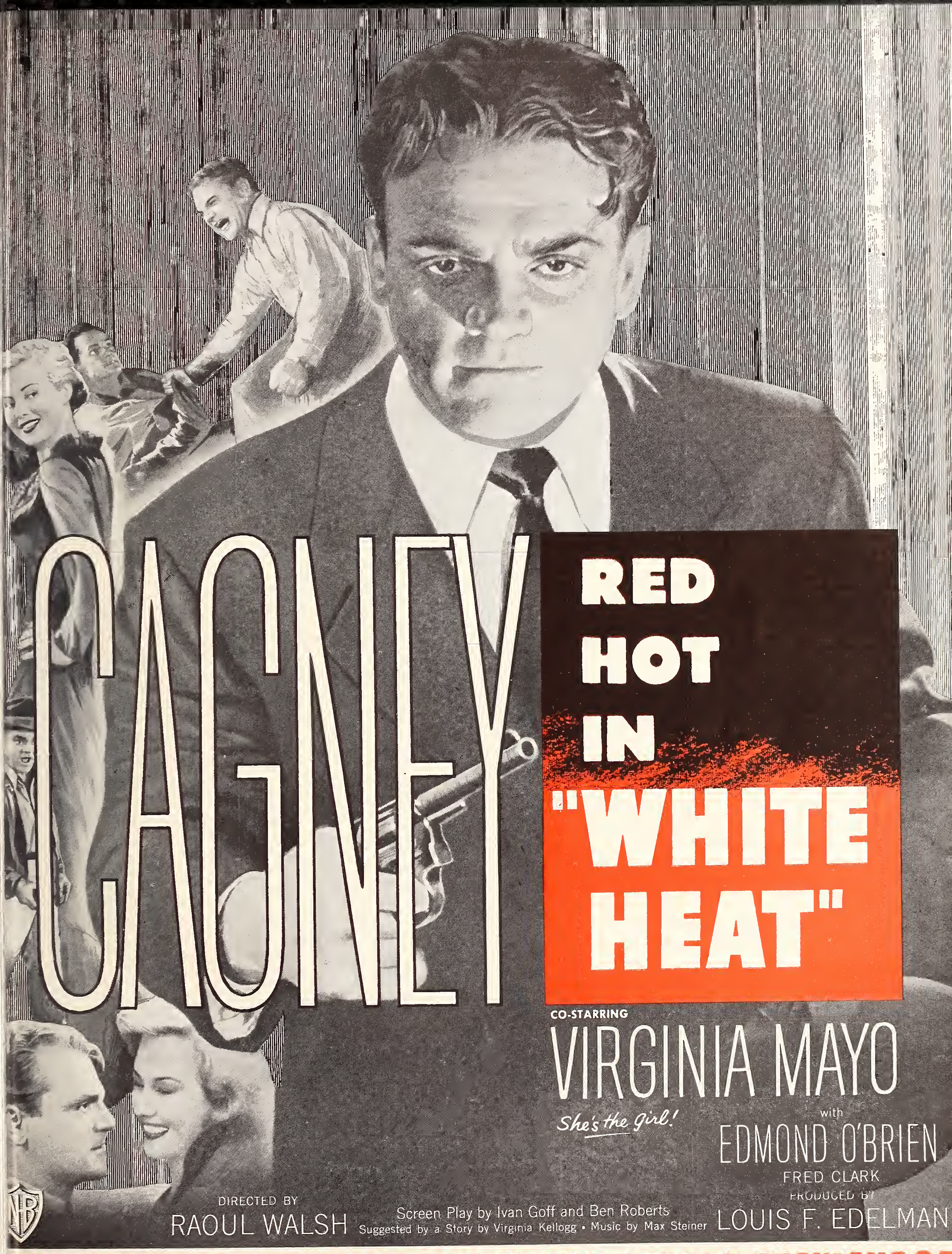

CAGNEY

RED HOT IN "WHITE HEAT"

CO-STARRING

VIRGINIA MAYO

She's the girl!

with

EDMOND O'BRIEN

FRED CLARK

DIRECTED BY
RAOUL WALSH

Screen Play by Ivan Goff and Ben Roberts
Suggested by a Story by Virginia Kellogg • Music by Max Steiner

PRODUCED BY
LOUIS F. EDELMAN

EW HIT! NEW HEIGHTS! GET TO THE WARNER TRADE SHOW AUG. 24

Be Sure!

Divorce Appeal

(*Continued from page* 1)

and Herman Timberg of the consent decree division have been away from the city for more than a week.

It was further pointed out that Tom Clark, now headed for the U. S. Supreme Court bench, is in no position to discuss settlement of cases which may go before the high court and his successor-nominee, Sen. J. Howard McGrath, is in no position yet to take up the functions of the Attorney General's office.

Home office attorneys confirmed MOTION PICTURE DAILY's story of Tuesday that careful study is being given to the New York Federal Court's opinion and that there will be no rush to decide whether to appeal or to seek decrees. Indications are that the companies will have until the first of next year to make their decision on appeals and even later to discuss divestiture and consent decrees in the event they promise a greater measure of relief.

Sandelman Favors Chicago Film System

DETROIT, Aug. 10.—Harold Sandelman of the Broder Theater Circuit, favors adoption of the Chicago buying-and-booking system in Detroit, after studying the Chicago system in operation while visiting there.

Sandelman points out that a wider choice in the selection of films because of the new subsequent-run situation has resulted in better business in Chicago theaters generally as compared to Detroit.

"Adoption of the Chicago system here would not only mean that subsequent runs would have films earlier than at present, but there would also be a much greater variety in film bills," Sandelman said. "Each house would be able to make a different selection, adapted to its own needs, instead of the present situation where perhaps 30 theatres play the same double bill day-and-date."

4th Robbery at Varsity

MINNEAPOLIS, Aug. 10.—Varsity Theater here is No. 1 on the list of local bandits. Manager Donald Smith was held up and robbed of $1,514, the fourth robbery in the past year and one-half. In Jan., 1948, the loot totaled $2,000, last April $200 was taken and two weeks ago the safe was forced open but there wasn't any cash.

Conn. MPTO Golf Date

HARTFORD, Aug. 10.—Annual golf tournament of the Motion Picture Theatre Owners of Connecticut is slated for Aug. 23 at Racetrack Country Club, Orange, Conn. George Wilkinson, Jr., and Albert M. Pickus are co-chairmen, with Herman M. Levy as secretary.

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Reviews

"Yes Sir, That's My Baby"

(*Universal-International*)

SOME laughs, songs and dances, and far-fetched campus capers are offered in Universal-International's " Yes Sir, That's My Baby." Filmed in Technicolor, the film is a pleasant, innocuous affair that works out its comedy situations from the fact that an ex-G.I. and his wife have returned to college to complete their education. Since they also have a precious baby called Boopkins, it is easy to see how mixups and mischief can harass the couple's domesticity. The education-bent couple are played by Donald O'Connor and Gloria De Haven. Others in the cast include Charles Coburn, who is a biology professor and football coach all rolled into one; Barbara Brown, a psychology professor, and Joshua Shelley, an all-around buffoon.

The initial dilemma for O'Connor stems from the fact that he would like to play football, but the wife prefers him to watch the baby. Since four other ex-G.I. members of the football team are in the same predicament, things grow pretty dim for coach Coburn. To aggravate matters further, Coburn's old flame, Professor Brown keeps herself busy by inciting the girls to resist their husbands' urge to play football. As the story runs its course, these conflicts between husbands and wives come in for considerable footage. When the day of "the big game" arrives, Miss Brown has a change of heart. Consequently, the wives grant their husbands a reprieve, and with them in the game, quite naturally, dear old Alma Mater wins.

Oscar Brodney's story and screenplay not only brings victory to the school, but also rekindles the old romance in the two professors. In the course of events, O'Connor finds time for some nimble dances as well as some songs. Miss De Haven also comes in for some vocalizing. Leonard Goldstein produced and George Sherman directed.

Running time, 82 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"The Secret of St. Ives"

(*Columbia*)

THOSE who like their film fare unfolded against historical backgrounds should be attracted to this drama, based on a Robert Louis Stevenson story. However, those who prefer brisk action and good dialogue may find it wanting.

Viscount St. Ives (Richard Ney), captured during the Napoleonic War by the British, is imprisoned in a dungeon in Edinburgh Castle with six companions. Vanessa Brown, as Flora Gilchrist, falls in love with St. Ives, but their life is complicated by Henry Daniell, Fortress commander, who also wants her for his wife. St. Ives, overcoming many obstacles, escapes to London to straighten out an uncle's estate, which consists of a minor plot. He is apprehended for murder and put on trial. A chase through the Scottish countryside and the trial make for what little suspense evolves from this low-budget production, which was directed by Philip Rosen and was produced by Rudolph Flothow. The settings appear to be authentic Scottish and English backgrounds.

Others in the cast are Edgar Barrier, Aubrey Mather, Luis Van Rooten, Paul Marin, Charles Andre and Guy de Vestel.

Running time, 75 minutes. General audience classification.

"Hold That Baby"

(*Monogram*) *Hollywood, Aug.* 10

ANOTHER in the Bowery Boys series, "Hold That Baby" offers some familiar but rousing ventures by Leo Gorcey, Huntz Hall and the rest of the gang. With its dozens of assorted malapropisms, the production compares favorably with others in the series. Producer Jan Grippo, director Reginald Le Borg and writers Charles Marion and Gerald Schnitzer have filled it with considerably more in plot machination and laughs than usual.

It is because of a desperate plot by two murder-mystery-reading maiden aunts to deprive their widowed niece of her infant son of inheriting their late brother's fortune that Gorcey and the boys have their Laundermat enterprise interrupted by foster fatherhood. Left in a laundry basket by the frantic young mother, the baby finds an eager if unversed group of nursemaids in the gang and their good friend, Louie the sweet-shop proprietor, whose first "helpful" act is to rush in a hamburger with onions and French-fries for the foundling.

Confinement of the young mother to a mental home by her scheming aunts throws the plot into high gear and the expected monkey-wrench appears with the effort of a bunch of mobsters, ingeniously tagged "Cherry Nose," "Bananas" and the like, to keep the baby under wraps until the conspiring aunts inherit the fortune by default of the will. This piece of villainy is foiled, of course, by Gorcey and Hall helping the baby's mother to escape from the institution and then, with the aid of the rest of the Bowery Boys and, later, the police, eliminating the mob.

Running time, 64 minutes. General audience classification. July release.

Korda Film at World

Alexander Korda's "Dolwyn", starring Emlyn Williams and Dame Edith Evans, written and directed by Emlyn Williams, will have its American premiere at the World Theatre here following the run of "Somewhere in Berlin". "Dolwyn", an Anatole De Grunwald production for London Films, was made in Wales.

Heads Virginia House

WILLIAMSBURG, Va., Aug. 10.—Thomas M. Halligan, who started as an usher, has been appointed general manager of the Williamsburg Theatre, the only theatre here. Income derived from the theatre, which is in the architectural style of this restored city, goes to Colonial Williamsburg for local development.

Studio Pact

(*Continued from page* 1)

start of the meetings last weekend will not be included in the basic contract. Wage scales are not included under master document, and will be taken up in separate negotiations with studio locals which will begin shortly.

Para. Ad Functions

(*Continued from page* 1)

the New York and Coast departments thus assuring uninterrupted promotion of pictures from the pre-production stage through the ultimate phases of exhibition.

Siegel, here from Hollywood said: "We Coast people now think along the same lines as the people in New York—not only from an artistic standpoint, but from a sales standpoint too."

Youngstein revealed that while no moves have been made toward altering the provisions of stars' contracts, Paramount players such as Bing Crosby, Henry Wilcoxon, Bob Hope and Marie Wilson, are being recruited by the advertising-publicity departments for purposes of picture promotions, with their ranks to be expanded. The performers, it was pointed out, are being "educated" into this procedure, rather than "contracted" into it, with their "education" including the reasoning that such cooperation is for their own benefit as stars as well as for the individual pictures' and the company's at large.

Enlists Youngstein's Aid

Paramount national advertising-publicity director Max E. Youngstein said yesterday that he has been invited by Theatre Owners of America executive director Gael Sullivan to serve on the committee which will draft and present to the Aug. 30-31 all-industry meeting in Chicago the fall Film Festival plan suggested by Sullivan.

U.S. Films in Belgrade

For the first time in years Western-produced films are being shown in most Belgrade motion picture houses, according to press dispatches from that city in Yugo-Slavia. Nine of Belgrade's 15 theaters have scheduled such films this week. They include "Madame Curie," "The Great Dictator" and "Gulliver's Travels," from the United States.

'McCoy' Premiere Aug. 17

RKO Radio plans a four-state area premiere in Ohio, West Virginia, Kentucky and Indiana for Samuel Goldwyn's "Roseanna McCoy," on August 17, with 218 theatres participating. It will be under the supervision of Terry Turner, RKO Radio's national director of exploitation.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 30 NEW YORK, U. S. A., FRIDAY, AUGUST 12, 1949 TEN CENTS

Film Salesmen Will Demand 25% Pay Hike

Bid to Accompany One For Higher Expenses

The Colosseum of Motion Picture Salesmen of America has decided to seek pay increases when contract negotiations reopen shortly.

A spokesman for the salesmen's union said here yesterday that not only will the 11 distributors be asked for more liberal expense allowances, as previously reported, but they will be handed also a demand for a general wage increase in excess of 25 per cent for the country's 1,000 film salesmen.

When the two-year contract was signed a year ago with provision for reopening of negotiations on wages and/or expenses at the end of the first year, the union won a $10 per week salary increase for the salesmen.

The union spokesman said a date for this year's first negotiations meeting is expected to be set next week.

MPIC May Send 20 To Chicago Meet

HOLLYWOOD, Aug. 11.—Motion Picture Industry Council representation at the all-industry public relations conference at Chicago, Aug. 30-31, may number more than a score, it was indicated following last night's MPIC meeting at which co-chairman Roy Brewer, presiding in place of hospitalized chairman Ronald Reagan, read communication from conference chairman Ned E. Depinet authorizing each of MPIC's nine constituent organizations to send as many representatives as deemed desirable. Brewer and executive secretary Art Arthur will be MPIC's formal representatives at the meetings.

Industry Lauded by NY's Mayor O'Dwyer

New York's Mayor William O'Dwyer lavishly praised the industry as an instrument of public welfare here yesterday as he inducted Harry Brandt into office as president of the Independent Theatre Owners Association at the Hotel Astor. City Comptroller Lazarus Joseph installed the other ITOA officers, and City Council president Vincent R. Impellitteri in-

(*Continued on page* 4)

Drive-in 'War Chest' To Be Used Against Patent Litigation

CHARLOTTE, Aug. 11.—The recently-organized Drive-in Theatre Owners' Association has already amassed what its leaders describe as sufficient funds to permit the association to legally intervene in any drive-in ramp patent litigation which may be started against the organization's members by drive-in patent holders. Those eligible for such support in court are confined to members who have been paying a one per cent assessment. The condition of the "war chest" is such as to permit discontinuance of the assessment at this time. Funds have been placed in trust.

With a new permanent secretary, Mrs. Hazel Graves, elected at a meeting held here, and permanent headquarters established in Charlotte, the association will embark upon a membership drive to enroll drive-in operators all over the country. Nominal

(*Continued on page* 4)

Trust Suit vs. UA, Loew's Over 'Brave'

Claiming that offers made to United Artists here to negotiate a deal for "Home of the Brave" were unsuccessful Apollo Associates, Inc., operating the Apollo Theatre in Harlem, yesterday filed against U.A. and Loew's, Inc., in U. S. District Court here an anti-trust action which seeks an injunction to prevent the distributor

(*Continued on page* 4)

NEFC Incorporation Off to Next Week

Filing of incorporation papers by National Exhibitors Film Co. in Delaware, previously scheduled for today, will take place next week instead. Changes in the charter ordered by the Aug. 2 meeting of the NEFC executive committee here are now being reviewed by Sam Pinanski and other committee members. If they approve the papers without further changes filing could take place early next week.

Para. Earns $13,475,000

Paramount Pictures yesterday estimated earnings for the six months ended July 2, 1949, at $13,475,000, including approximately $4,735,000 of special income and $2,548,000 of undistributed earnings of non-consolidated subsidiaries.

The special income arises principally from the division of Malco and Comerford theatre properties and assets under Paramount's consent decree. It represents the excess of the values of the theatres acquired which are now wholly owned, plus the cash and notes received, over the amounts at which the investments were carried, after deducting capital gains

(*Continued on page* 4)

"Jolson Sings Again"

[*Columbia*]—And Columbia Does It Again

THE millions who found superior entertainment in "The Jolson Story" are heading for a repeat. "Jolson Sings Again," which picks up where the first one left off, is a smash attraction with a brilliantly successful career awaiting it and a split vote over whether or not the follow-up is better than its predecessor. This reviewer offers his opinion that, certainly, it is as good and, in some respects, better.

There will be an inevitable question about audiences which never saw "The Jolson Story"—whether the new film, which will be regarded as a sequel although correctly it is not, stands on its own story-feet as an entity. The answer is that it does, although familiarity with the former attraction obviously will enhance enjoyment and understanding of the new one. Yet "Jolson Sings Again" is so well planned and executed that it emerges unchallenged on its own merits.

Larry Parks again is Jolson. William Demarest once more is his faithful manager. Ludwig Donath re-appears as the father and Tamara Shayne as his mother. The story, bridged by opening title and subsequent dialogue references to the first film, finds Evelyn Keyes walking out on Parks so that he can resume his career. He pursues her to New York, fails to locate her, decides on a return to the stage where again he is a hit.

On the heels of the divorce, his success palls. He quits, travels and, with the outbreak of hostilities, visits the war theatres entertaining soldiers. His

(*Continued on page* 3)

Collapse of 'B' Pool Had Been Feared

'U' Cited Loopholes, Protested Evasions

Failure of the Motion Picture Association of America's board of directors to take action on revising the language of the "B" pool agreement to prevent evasions which allow the pool to be deprived of credits for British pictures distributed here by American companies, was directly responsible for Universal's recent implementation of its agreement with J. Arthur Rank to acquire his pictures for this market and to engage in production with him in England, it is reported in informed quarters.

Universal, it is known, voluntarily relinquished its right of offset last year in order to make the "B" pool possible. At that time it warned MPAA representatives of the loopholes in the language which it felt could render the

(*Continued on page* 4)

Sign IATSE Pact; Pensions to N. Y.

HOLLYWOOD, Aug. 11.—International Alliance of Theatrical Stage Employes officials and Association of Motion Picture Producers labor committee late last night signed a new basic agreement superseding the five-year pact which expired at midnight.

The new agreement, also for five years, covers approximately 16,000 film production employes, members of IATSE's thirteen studio locals, and contains options for reopening discusons on wage scales in October, 1951 and 1953.

Of principal importance in the new agreement are union shop and preferential hiring clauses, which are regarded as giving the union, in their

(*Continued on page* 4)

Divorcement Means Better Films: Mulvey

Fewer and better pictures and, consequently, longer runs are seen resulting from the new order which is expected to come under the New York Paramount-case divorcement court order, by James Mulvey, president of Samuel Goldwyn Productions.

"It is true that no definite pattern

(*Continued on page* 4)

RKO 'Vaude' Clicks; Now in Six Cities

Public support has prompted RKO Theatres to extend its New York Palace vaudeville-film test policy to five additional cities, the circuit disclosed here yesterday. The Palace resumed vaudeville last May 19.

For the first time since 1935, when vaudeville entertainment was supposed to have died, the RKO circuit has vaudeville shows playing in six cities. Besides New York, they are Boston, Syracuse, Cincinnati, Kansas City and Cleveland.

New York and Boston have vaudeville shows as a steady weekly policy, while the other four cities present traveling eight-act shows direct from the New York Palace, billed as "shows of the month."

Vaudeville Goes Big at New RKO Missouri

KANSAS CITY, Aug. 11.—The eight act vaudeville show from the Palace, New York, has had capacity audiences at the recently opened RKO Missouri, which gives a week of vaudeville and a single feature to three weeks of screen programs.

Plan Distaff Activity For TOA Convention

A fashion show and luncheon to be held at the Crystal Room of the Beverly Hills Hotel will top the list of activities slated for the women-folk accompanying exhibitors to the Theatre Owners of America national convention to be held in Los Angeles on Sept. 12-15.

Other events announced by Jennie Dodge, women's committee chairman, include tips on glamour demonstrated by studio make-up experts, souvenirs, tickets to radio and television stations, tours to film studios and a number of sightseeing trips.

Library of Congress Film Chief Retires

WASHINGTON, Aug. 11.—John G. Bradley, who served for more than 10 years as chief of the motion picture division of the Library of Congress, has retired. He has been on furlough for the last year.

Meanwhile, it has become obvious that nothing will be done at this session of Congress to clarify the status of the Library's film division.

Two years ago Congress voted to cut out all appropriations for the division except those needed to maintain the existing collection, pending a study of its legal status and scope. Library officials had hoped such a study would be made this year, and had prepared a bill to authorize a vigorous program. Now they admit next year is the earliest they can hope for action.

Fire in Film 'Lab'

Fire late Wednesday destroyed much film stored in the Major Film Laboratories here and sent 10 persons, including seven firemen, to hospitals.

Personal Mention

WILLIAM K. HOLLANDER, Balaban and Katz ad-publicity director, and HARRIS SILVERBERG, Chicago manager for National Screen Service, have been named co-chairmen of the theatres and entertainment group for Chicago's 1949 Community Fund campaign.

●

CHARLES RICH, Warner district manager at Cleveland, and MRS. RICH have announced the engagement of their daughter, BEVERLY, to DR. MORRIS SALTZ of Philadelphia. The wedding is set for Sept. 18.

●

JOHN BRUNETTE, formerly with Fox Theatres in Milwaukee, has been appointed general supervisor of the R. D. Goldberg circuit in Omaha.

●

IRVIN SHAPIRO, general manager of Films International and Film Rights International, has left here for a six weeks tour of Europe.

●

GEORGE H. MACKENNA, managing director of the Lafayette Theatre, Buffalo, has signed a new contract that runs until 1955.

●

TOM GRACE, manager of the Eastwood Theatre, East Hartford, Conn., and his family are vacationing at Niantic, Conn.

●

JOHN CONSENTINO, Film Classics home office special representative, has left Atlanta after a visit to FC's branch there.

●

J. U. MCCORMICK, owner of the Roxy Theatre, Lakeland, Fla., and his family are vacationing at Myrtle Beach, S. C.

●

AXEL SORENSON, owner of the Vogue Theatre, Beresford, S. D., has his back in a cast as a result of an accident.

●

GEORGE A. SMITH, maintenance manager of the Hartford Theatre Operating Circuit, Hartford, is now managing the circuit's Rialto.

●

ALVIN KEITH, manager of the Hazel Park Theatre, Detroit, is the father of a baby girl.

VERN CALDWELL, Walt Disney Productions public relations director, and CHARLES LEVY, Eastern publicity representative, have arrived here from the Coast.

●

JAMES L. BEACH and PHIL LENTZ have been appointed managers of the Jefferson Theatre, St. Augustine, and the Edgewood Theatre, Jacksonville, Fla., respectively. Both houses are units of Florida State Theatres.

●

CLARENCE BROWN, M-G-M producer-director, will fly his own plane from Hollywood to Cleveland where he will attend the National Air Races over the Labor Day weekend. He will then proceed to New York.

●

DON MULFORD, Music Corp. of America manager at San Francisco, will be transferred to the Beverly Hills office in an executive capacity on Aug. 22. WILLIAM LOEB will take over Mulford's post.

●

GOTTFRIED REINHARDT, M-G-M producer, will arrive here from the Coast on Monday and will sail on the same day for Europe, where he will attend the Salzburg Festival.

●

WILLIAM PARDINI of Lippert Theatres, San Francisco, is in Klamath Falls, Ore., to relieve EARL BOUGHMAN, manager of the Esquire Theatre there, for a vacation.

●

WILLIAM BISHOP, M-G-M Chicago exploitation chief, and MRS. BISHOP have returned to Chicago from a motor tour to Detroit, Cleveland, Buffalo, Niagara Falls and Canada.

●

PEGGY O'DAY, assistant to ROBERT VOGEL at M-G-M's Coast studios, has left for a vacation in Italy and Switzerland.

●

RUSSELL HOLMAN, Paramount executive, will leave Hollywood this weekend for New York.

●

W. B. GAMMON has opened a new 650-seat theatre at Ocilla, Ga., the second theatre there.

●

GEORGE HAUPERT, Columbia home office special representative, is in Atlanta.

Starr to 'MC' at Opening

Greater New York's first drive-in, the Whitestone Bridge Drive-in Theatre, at Bruckner Boulevard and the Whitestone Bridge, in the East Bronx, will be opened tonight by Michael Redstone. Civic and industry leaders will attend the opening ceremonies, at which motion picture radio commentator Martin Starr will be master-of-ceremonies.

37½c Disney Dividend

HOLLYWOOD, Aug. 11.—Board of directors of Walt Disney Productions today declared a regular quarterly dividend of 37½ cents per share on six per cent cumulative convertible preferred stock, payable Oct. 1 to holders of record on Sept. 17.

25c Republic Dividend

A regular quarterly dividend of 25 cents per share on preferred stock, payable Oct. 1 to stockholders of record on Sept. 9, has been declared by the board of directors of Republic Pictures.

New Travelogue Series

WASHINGTON, Aug. 11.—Production of "Holiday Time," travelogue film series for television, has been set for September by Sherman Plan, Inc., producers of TV Films.

To Show Foreign Films

The Ambassador, 1,163-seat Broadway house here, will inaugurate a policy of showing foreign films in September.

Rubine Heads Coast Taplinger Office

Irving Rubine will head the West Coast office of Robert S. Taplinger and Associates, it was announced here yesterday with the expansion of the New York public relations organization's facilities in Beverly Hills, in addition to those already established in Chicago and Washington.

Rubine, who will make his headquarters in Beverly Hills, has, for the past several years, maintained his own publicity offices in Los Angeles, serving independent film producers and civic and industrial accounts.

New 1st-Run Trio

TORONTO, Aug. 11.—Three Famous Players Canadian theatres here, Shea's, the Nortown and Capitol, are being formed into a new first-run group for the new season. The first simultaneous opening will be with 20th Century-Fox's "You're My Everything."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
'Rope of Sand'
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
In Person
TEX BENEKE
And His Orchestra
plus CY REEVES
RUDY CARDENAS
Extra VIC DAMONE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

RICHARD WIDMARK LINDA DARNELL VERONICA LAKE
"SLATTERY'S HURRICANE"
A 20th Century-Fox Picture
On Variety Stage—
SID CAESAR ● EVELYN KNIGHT
On Ice Stage—"CARMEN"
Starring CAROL LYNNE ● ARNOLD SHODA
ROXY 7th Ave. & 50th St.

The LOUIS de ROCHEMONT production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
A FILM CLASSICS RELEASE
Air Conditioned ASTOR Broadway & 45th St.

Loretta YOUNG Celeste HOLM
"Come to the Stable"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

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Five Drive-ins Seek Better Clearance

Chicago, Aug. 11.—Seymour Simon, local attorney for independent theatres, has been retained by the following theatres to institute action to obtain improved clearance: the Rochester Drive-in, Rochester, N. Y.; Buffalo Drive-in, Buffalo, and the Ridge Drive-in, in Philadelphia, all operated by Paul Wintnner, the Delaware Drive-in, operated by Kevis Drew and the Skyway Drive-in, operated by W. P. Rosenow and Associates.

MGM Bookings Up In Sales Drive

With only six branches yet to submit complete bookings for their territories on M-G-M's Anniversary playdate drive, it now appears that representation in every theatre in the United States will be finalized long before the end of the year, according to bulletins received by the home office from the field, M-G-M has announced.

Forty-five salesmen have completed liquidations of all anniversary dates in their areas, marking an increase of eight over the week before. The number of salesmen turning in aniversary playdates, but not played off, continues at 38. The two brackets make a total of 83 salesmen (out of 101) who have delivered or liquidated anniversary bookings.

In a summary of bookings on "Some of the Best," the Central division under supervision of J. J. Maloney is in first place; the Southern division under Rudy Berger is in second place; the Eastern division under John P. Byrne, third; the Western division under George A. Hickey, fourth; and Midwest, under Burtus Bishop, Jr., fifth.

Snyder Moves Tax Repeal Into Lobbies

DETROIT, Aug. 11.—Charles Snyder, executive secretary of the Allied Theatres of Michigan, urged theatre-goers as well as industry members to aid efforts to lower admission taxes to those of prewar levels by passage of H.R. Bill 3905 which is now in the Senate.

Snyder plans to have petitions placed in theatres and have managers explain to the people before each show the significance of this bill and to ask for signatures.

Nashville Collects Tax

NASHVILLE, Aug. 11.—Forms have been distributed and the city will begin at once the collection of a two per cent gross admission tax on theatres, as authorized by the 1949 state legislature.

Gets 'Black Shadows'

Rogers and Unger Associates will handle "Black Shadows," to be produced and directed by Andre Cauvin and released through Eagle-Lion, Budd Rogers announces here.

"Jolson Sings Again"

(*Continued from page* 1)

health breaks down; while on the recuperative rebound, he meets Barbara Hale, nurse. They marry, return to the California house where Parks and Miss Keyes once lived. Irked by inaction and aware of the parade which has passed him by, Parks finally tries his hand at a charity performance where a Hollywood director, and former colonel, who had met him in the Aleutians, hits on the idea of filming Parks' (Jolson's) life story. The incidents are many, but the project proceeds from script to production to preview, thereby telling how "The Jolson Story" came into being and how it re-vitalized the long dormant career of its key character. This is a very clever story twist, off the typewriter of Sidney Buchman, who also produced.

There are countless of the Jolson favorites in the score and a return to bits of many numbers out of "The Jolson Story." Parks is remarkably good once more as Jolson, this time with effective dramatic bits to broaden his acting stature. Donath, as the father, is the same worldly-wise and charming old man. Miss Shayne, as the mother, is effective and Demarest is his usual competent self. Miss Hale as the feminine foil, does very nicely.

Production values, in Technicolor, are of the best. Henry Levin's direction is intelligent and expert.

Running time, 96 minutes. General audience classification. For Sept. release.

RED KANN

"Easy Living"

(*RKO Radio*)

THE name values in the cast of "Easy Living" are enough to make any prospective patron look a second time, for the film boasts such performers as Victor Mature, Lucille Ball, Lizabeth Scott, Sonny Tufts and Lloyd Nolan. The story provides a sort of tabloid view of the private life of a football hero, with many of the shadier aspects thrown into focus.

Mature appears as a top halfback who is married to Miss Scott, an ambition-driven woman who seems to value her husband more for his fame and loose money than for himself. When Mature develops a heart condition, he becomes afraid to quit playing lest he risk his wife's affections. In the meantime, Miss Scott, in order to get ahead, is not averse to making moral compromises. Against the background of Mature's married life, the picture tries to portray the game of football in human terms. There is the has-been who winds up broke after years of playing; then there is Tufts, who ultimately gets a job as coach; Nolan, the team's manager; and Miss Ball, the team's secretary, who is secretly in love with Mature.

The screenplay, by Charles Schnee, is an uneven affair, sometimes very perceptive, at other times, routine. After Mature's playing ability declines, his wife leaves him, and he falls into a brief alcoholic spree. Finally, when the day of a big game arrives, Mature prepares to make a last ditch stand, even at the expense of his health. Fortunately, Miss Ball convinces him of the foolhardiness of this, and he leaves the field a retired hero. The finale has Mature reunited happily with the chastened Miss Scott. But for reasons that could be best catalogued by Freud, Mature deals Miss Scott a savage slap before falling into fervid embrace with her in the fadeout. Robert Sparks produced and Jacques Tourneur directed.

Running time, 77 minutes. Adult audience classification. Release date, Sept. 3.

MANDEL HERBSTMAN

"Barbary Pirates"

(*Columbia*)

Hollywood, Aug. 11

A PHASE of U. S. history as excitingly remote as the conflict between our young country and the Barbary pirates, would almost seem to require the full sweep of production, authentic research and general credibility of a major screen project. Yet in this carefully-budgeted Sam Katzman production, an able cast, and director Lew Landers manage to render the screenplay of Robert Libbott and Frank Burt acceptable in pace if not thoroughly believable in plot.

Adequate swashbuckle, swordsplay and, for good measure, intrigue in high places, accompany this story of the tyrannical cut-throat Bey of Tripoli and his eventual downfall at the hands of an undercover U. S. Army major working under special orders from President Thomas Jefferson. Donald Woods plays the role of a patriot, masquerading as a traitorous Tory, in modest fashion and is nicely balanced by the colorful, volatile Bey in the person of Stefan Schnabel.

Feminine honors, though limited largely to a display of bare midriffs, are shared by Lenore Aubert and Trudy Marshall. Cameraman Ira H. Morgan deserves credit for capturing an unusually large amount of stirring fight action in the pirate raids and a host of unnamed stunt men warrant a bow.

Running time, 64 minutes. General audience classification. Release date, July 29.

20% Raise Seen for US Mexican Workers

MEXICO CITY, Aug. 11.—Conversations are now being held between representatives of eight major American film companies and the STIC, union of film workers, with trade opinion of the belief that an amicable contract settlement, with a wage hike of 20 per cent, is likely. The workers had sought an increase of about 50 per cent.

Monogram Sets Up Stratford Pictures

HOLLYWOOD, Aug. 11.—Monogram filed incorporation papers at Sacramento for Stratford Pictures Corporation, listing Dave Broidy as president and George D. Burrows as vice-president. The studio said Stratford is a subsidiary corporation set up for the purpose of distributing foreign-language pictures in this country, utilizing Monogram exchanges.

Lawson, Trumbo Ask High Court Review

WASHINGTON, Aug. 11.—The U. S. Supreme Court was asked today to accept jurisdiction in the contempt of Congress cases of screen writers John Howard Lawson and Dalton Trumbo. In June the U. S. Court of Appeals upheld a District Court conviction of the two writers for their failure to answer questions put by the House Un-American Activities Committee in October, 1947, concerning their political affiliations.

They stand under sentence of one year in jail and a $10,000 fine each. The cases of eight other Hollywood writers similarly charged will stand or fall with the Lawson-Trumbo cases, their counsel have stipulated.

Counsel for the writers told the Supreme Court that the lower court handling of the cases was open to challenge on numerous grounds, and repeated in detail earlier arguments concerning the validity of the committee's procedure. The character of the jury was also pointed out to the court, which this spring held the inclusion of government workers on the jury trying Communist leader Eugene Dennis to be cause for a review of the case.

Fleisher, Dramatists Guild Negotiator, 62

Sidney R. Fleisher, 62, negotiator for the Dramatists Guild for the sale of motion picture rights of produced plays and a legal expert in the theatrical field, died Wednesday at his country home in Brewster, N. Y., after a three-months illness.

A partner of the Sidney R. Fleisher and Edward E. Colton law firm, Fleisher was long associated with the late Joseph P. Bickerton, Jr., original arbiter between the Guild and producers. Upon Bickerton's death in 1936, Fleisher was chosen for the post and has since handled virtually all sales of produced plays to film companies. The widow, a son, two sisters and a brother survive.

Services will be held at 12:30 P. M. today at Riverside Memorial Chapel here.

Acquires 6 French Films

Spalter-International Pictures has acquired distribution rights to six French films; they are: "Red Angel," "Hour for Murder," "Gigi," "Eternal Conflict," "Seduction" and "Bacchanale."

51 Mexican Films in First Six Months

Mexico City, Aug. 11.—The four top studios here produced 51 features in the first six months of this year, indicating fulfilment of trade predictions that 1949 production will hit a new high of more than 100. Production last year was 81.

Production by studios ending June 30, follows: Churubusco, 17; Clasa, 13; Azteca, 13; Tepeyac, eight.

Para. Earnings

(Continued from page 1)

taxes and undistributed earnings previously reported.

The result for the first half of 1949 compares with earnings of $13,570,000, including $3,312,000 of undistributed earnings of non-consolidated subsidiaries and approximately $650,000 of non-recurring income for the first six months of 1948.

Without the special income during the 1949 half, Paramount's earnings would have been $8,740,000 for the period.

Declares Dividend

Earnings for the second 1949 quarter, including $4,500,000 of the special income and $1,119,000 of undistributed earnings of subsidiaries, was estimated at $7,800,000 after all charges and provision for taxes. The result compares with earnings of $5,810,000, including $1,466,000 of undistributed earnings, in the second quarter of 1948. Earnings for the 1949 quarter would have been $3,300,000 without the special income.

The Paramount board yesterday declared the regular quarterly dividend of 50 cents per share on the common stock, payable Sept. 23 to holders of record on Sept. 2.

Sign IATSE Pact

(Continued from page 1)

combined application, a close approach to the job-security assurances enjoyed under the closed shop provision in the old contract now outlawed by the Taft-Hartley law.

In detours from their discussion of the basic agreement, the negotiators reached agreement on certain matters coming up in contract discussions with IATSE locals, which are to be completed within thirty days. Among these was agreement that the 11-point 17 per cent cost-of-living wage increase paid for the past three years but carried as a "wage bonus" will be made an integral part of the wage rates covered in contracts with the locals.

Agree on 'Props'

It was also agreed that "misunderstandings" concerning the wage rates of property managers, which had existed since 1946, will be corrected in the property men's contract.

The pension plan proposed by IATSE is not referred to in basic agreement, but IATSE president Richard F. Walsh and AMPP vice-president Charles Boren agreed after discussion that this is matter properly to be referred to company presidents in New York.

Both Boren and Walsh expressed satisfaction with terms of the basic agreement.

'Brave' Trust Suit

(Continued from page 1)

from making the picture available to Loew's for showing in the latter's Victory Theatre, also in Harlem.

Plaintiff contends that it made offers to negotiate with U.A. for the picture before the distributor made any deals with any other exhibitor. Citing the *Paramount et al* industry anti-trust suit, Apollo charges U.A. and Loew's with "conspiracy" in violation of the anti-trust laws.

Injunction is sought pending trial and determination of the action, or unless the plaintiff is given an opportunity to bid on the picture.

Review

"Trail of the Mounties"

(Screen Guild-Lippert)

PRESUMABLY a story about the Royal Canadian Mounted Police, this outdoor action drama has renamed that organization the "Royal Northwest Mounted Police." The action is routine, villain of the piece being the twin brother of the Mountie who, dressed in a uniform of a murdered Mountie, goes around stealing the furs from the trappers.

Locale of the story is in "Canaska, Canada," and the film is populated with trappers, who are supposed to be French Canadians with names like "Jacques" and "La Porte" but who speak the English language in dialects ranging from Russian to Indonesian and wear wool hats during the summer.

Russell Hayden, as the Mountie, Jennifer Holt and Emmett "Pappy" Lynn are adequate in the leading parts. The ending is a conventional one, with the villain getting his due. Carle Hittleman produced and Howard Bretherton directed.

Running time, 42 minutes. General audience classification. For July release.

Mulvey on Divorce

(Continued from page 1)

has been established yet," Mulvey said, "but if things work out the way the court appears to have had in mind when divorcement was decreed, then the door would be thrown open to a lot of theatres which could effectively compete for 'A' product."

With divorcement taking effect, distributors will end the practice of channeling their product into key houses, a system which has made for shorter runs all around, Mulvey predicts.

Citing one big city where product from major companies almost automatically goes to three key first-runs, Mulvey pointed out that the appearance of a few small houses, willing to let a picture run its course and operating with a low overhead, had proven where the real money was. Under the existing system, he said, such small situations are getting the raw end of the deal from the distributors who sold them a lot of bad pictures.

When divorcement changes are made, Mulvey believes the affiliated circuits will not use up all of the many pictures now available to them and which they play off under all circumstances.

TBA Committee on Standard Contract

A standard facilities contract for the television industry is now being drawn up by a committee designated by the commercial operations division of the Television Broadcasters Association. Edwin A. Falk of Gale, Bernays, Falk and Eisner, counsel for the association, is chairman.

Also serving are: Thomas E. Ervin and Robert P. Myers of NBC; Joseph A. MacDonald and Mrs. Harvey Zorbaugh of ABC; Henry Howard, Jr., CBS; John Shoemer, Jr. of WPIX, and Edward McCrosson and Robert Kaufman, representing Falk's firm and Du Mont.

Plan New 'Frisco House

SAN FRANCISCO, Aug. 11.—Construction of the 1,400-seat Coronet, first completely new theatre to be built here in 15 years, has been announced by Irving M. Levin, San Francisco Theatres divisional director. It is expected to be opened in October.

New Film Unit Registers

ALBANY, N. Y., Aug. 11.—All-Star Pictures Sales Corp. has registered here for a certificate to engage in the motion picture business in New York State. Incorporators include Hector G. Dowd, Robert J. Kelly, and Isabelle S. Hollander.

Industry Lauded

(Continued from page 1)

stalled the board of directors. Max A. Cohen and Milton Weisman were chairmen of the luncheon.

William F. Rodgers, M-G-M sales vice-president, cited both Brandt and the ITOA for contributions to the industry. He also said he was encouraged by general "movements afoot to improve public relations."

Other speakers were John Reid Kilpatrick, president of Madison Square Garden, who thanked the industry for its assistance to him as head of the cancer drive; Police Commissioner William P. O'Brien, who expressed gratitude for the industry's help to the Police Athletic League; and Anna Rosenberg who praised the work of the ITOA.

O'Dwyer lauded the industry "in peace and in war" for carrying into the home "messages of public good." He pointed out the industry's contributions to public happiness and education.

Brandt pleaded for industry "unity and understanding during the forthcoming year." Without further explanation, Brandt said that ITOA has plans for O'Dwyer's future. In behalf of the ITOA, Brandt presented the mayor with a pair of pipes. He also disclosed that O'Dwyer has been made an honorary life member of the ITOA.

Cohen, in behalf of the ITOA, presented Brandt with a silver pitcher. Officers installed in addition to Brandt were: David Weinstock, first vice-president; Cohen, second vice-president; Leon Rosenblatt, treasurer; J. J. Goldberg, secretary, and John C. Bolte, Jr., sergeant-at-arms.

New F. & M. Theatre

LOS ANGELES, Aug. 11.—Baldwin theatre, 1,800 seats, located in Baldwin Hills Village area here, has opened. Erected at a cost of $320,000 by Fanchon and Marco, the house is the first to be constructed on the "cone-shape" principle worked out by Lewis E. Wilson, Los Angeles architect. Burt Jones, formerly assistant manager of the Paramount Downtown theatre, has been named manager, with Rube Wolf, Jr., as assistant.

To Probe Ticket Agencies

BOSTON, Aug. 11.—A joint state Senate and House committee in investigate ticket agencies, with power to recommend more stringent regulations for the conduct of their business, has been set up by the Massachusetts legislature. Findings are to be reported by December.

'B' Pool Collapse

(Continued from page 1)

pool agreement meaningless unless there was uniform observance of the spirit and intent of the agreement. The company pointed to its arrangement with Rank and warned that it would not stand for evasions but would utilize the means it had of protecting itself if they occurred.

Protests Again

Subsequently, when other companies employed the language of the agreement to distribute British-made pictures here as their own, retaining distribution proceeds without affording a corresponding credit to the "B" pool, Universal found itself in the position of being virtually the only contributor to the pool, as well as the largest.

"U" again protested to the MPAA but no satisfactory action to plug the loopholes was taken after two MPAA board meetings on the subject last month. Accordingly, Joseph H. Seidelman, Universal vice-president and foreign manager, and Adolph Schimel, general counsel, were sent to London to work out the agreement with Rank, under the already existing machinery set up by the two, which was announced by Seidelman this week.

Under the Universal-Rank agreement, the former acquires American rights to a group of Rank pictures, and will engage in production in England in association with Rank. Western Hemisphere distribtion receipts from all such pictures need not be credited by Universal to the "B" pool.

Now Without Meaning

Thus, for all practical purposes the "B" pool is now without meaning, lacking the participation of Universal, which normally would be its largest contributor, and deprived of credits by other American distributors who handle British pictures here in lesser volume.

The "B" pool was established under the current Anglo-U. S. remittance agreement which permits American companies to withdraw $17,000,000 annually from Britain, plus an amount equivalent to the earnings of British pictures here. The $17,000,000 primary amount is the "A" pool, the second is the "B" pool. The latter had been expected to add approximately $5,000,000 to the companies' British remittances this year. Indications now are that it will not add anything.

Drive-in 'War Chest'

(Continued from page 1)

dues of $25 yearly have been established to encourage new members.

Number one on the association's program will continue to be attacks on any proposed local or state legislation aimed specifically at drive-in operations.

US Films Lead in Mexico

MEXICO CITY, Aug. 11.—Hollywood productions topped the list of films shown here in the first half of 1949, accounting for 123 of the 210 pictures screened. Next came Mexico with 45, followed by France, 12; Britain, 10; Spain, nine; Argentina and Italy, four each; Russia, two, and Sweden, one.

WMBR-TV Joins ABC

WMBR-TV, new television station at Jacksonville, Fla., owned by Florida Broadcasting and managed by Glenn Marshall, Jr., will affiliate with the ABC network about Oct. 2.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 31 NEW YORK, U. S. A., MONDAY, AUGUST 15, 1949 TEN CENTS

New Strategy For Festival At 'PR' Meeting

Abandon Plan to Offer It Through a Committee

A new strategy has been drafted for presenting Gael Sullivan's Film Festival proposal to the Aug. 30-31 all-industry public relations meeting in Chicago.

Sullivan, whose proposal was made to the industry independent of his status as Theatre Owners of America's executive director, said at the weekend that a committee will not be named, as expected, to draft and present to the Chicago conclave a revised version of the Film Festival proposal. At a meeting here on August 1, leaders of distribution, exhibition and the trade press voted overwhelmingly in favor of taking the Sullivan proposal to

(*Continued on page* 4)

8 TOA Delegates To 'P. R.' Meeting

Eight Theatre Owners of America leaders will serve as delegates of that organization to the Aug. 30-31 all-industry public relations meeting to be held at the Drake Hotel, Chicago.

The TOA delegates will be: Arthur H. Lockwood, organization president; Gael Sullivan, executive director; Herman Levy, general counsel; Earl J. Hudson, chairman of TOA's public relations committee; John Balaban of B. and K., Chicago; Robert J. O'Donnell, International Variety Clubs president; Ed Zorn, president of the Illinois Motion Picture Theatre Owners Association, a TOA affiliate, and Walter Reade, Jr.

Walsh to New York On 3 Labor Issues

IATSE international president Richard F. Walsh, having signed in Hollywood the new basic contract covering 14 studio unions, is due back in New York this week for meetings with film company and laboratory heads at which attempts will be made to bring about a settlement of the laboratory workers contract dispute

(*Continued on page* 4)

E-L's Future Seen Decided by Young, Semenenko in Sept.

Conclusive meetings on a future program for Eagle-Lion are expected to get under way early next month with the return from Europe of Serge Semenenko, vice-president of the First National Bank of Boston, which has financed the Robert Young company.

Semenenko is scheduled to arrive in New York during the first week of September and probably will begin conferences with Young immediately on Eagle-Lion's future.

Arthur Krim, whose resignation as president of E-L becomes effective today, arrived in New York from Hollywood Friday evening. Krim has no plans for the immediate future other than to take a vacation, which he may spend in Europe. He is a member of the industry law firm of Phillips, Nizer, Benjamin and Krim and that association, of course, continues undisturbed.

Young has designated no successor

(*Continued on page* 4)

Drive Marks 20th's 35th Anniversary

The week of Nov. 20-26 has been designated as 20th Century-Fox "Anniversary Week," it was announced here on Friday by A. W. Smith, Jr., sales vice-president, who stated that the company's anniversary week hereafter will be celebrated annually during the third week in November.

The week this year will mark the 35th anniversary of the founding of the company and the 15th year of the amalgamation of the old Fox Film

(*Continued on page* 4)

Drive-in Is Victor In Clearance Test

Minneapolis, Aug. 14.—First test of strength of a drive-in in demanding clearance over nearby year-around theatres in the Minneapolis film zone has resulted in complete victory for the outdoor stand, the clearance fight having been won by the Charlie Rubenstein-Ted Mann Skyline near Duluth.

Not only does the Skyline now have clearance over two Duluth West End neighborhood houses, but also Minnesota Amusement company's Strand when that house plays second-runs.

Western Electric Merges Sound Units

The talking picture and disc recording activities of Western Electric's Electrical Research Products Division will be merged on Oct. 1 with Westrex Corp., a 100 per cent-owned subsidiary.

For many years Westrex has distributed talking picture recording and theatre reproducing equipment outside the United States and Canada and is currently servicing over 5,000 theatre equipments abroad.

This consolidation, says W. E. vice-president F. R. Lack, will enable Westrex to serve the industry on a worldwide basis. Westrex will operate the Electrical Research laboratory in Hollywood, will take over the equipment now held in stock by Electrical Research and will also assume direction of the operations of Sound Services, Inc.

Says New Projectionists Favor TV to Theatre Jobs

Ninety-five per cent of the 1948-1949 graduates of motion picture operating courses at the YMCA Trade and Technical School here have gone into the field of television as projectionists, according to that organization.

In the past, nearly all graduates secured jobs as operators in motion picture theatres. The sharp trend toward television did not develop until early 1948.

Louis L. Credner, YMCA director, said that the trend is due to an overcrowding in the motion picture operating field and to a lack of specifically

(*Continued on page* 4)

File for Extended 'Stable' Loop-Run

Chicago, Aug. 14.—A motion was entered here on Friday by 20th-Fox before Judge Michael J. Igoe of U. S. District Court asking for a minimum of an eight-week run for "Come to the Stable" to play at the Balaban and Katz United Artists Theatre.

The motion stated that the film cost $2,250,000 and due to its special nature, the film requires a longer Loop-run than is permitted under the two-week ruling of the Jackson Park decree.

A hearing was set for Sept. 13. Rep-

(*Continued on page* 4)

Blank to Move Against Unfair 16mm. Product

TOA Delegates to Hear Of Wide Competition

Hollywood, Aug. 14. — Vigilance on the part of all exhibitors to prevent the spread of unfair competition with theatres from 16mm. film showings will be urged upon delegates to the Sept. 12-15 convention of the Theatre Owners of America, at the Hotel Ambassador, Los Angeles, by Myron Blank, Des Moines, chairman of the TOA's 16mm. committee.

Blank will report on the committee's achievement in persuading United Artists to demand control of 16mm. rights from all producers releasing through that company, and will point out that in other quarters "16mm. films are still continuing to be used competitively against 35mm. theatres."

Chief stumbling block in the way of complete success in overcoming the 16mm. "evil," Blank will report, is the fact that many such films are beyond the control of 35mm. distributors.

N. Y. Case Might Be Reopened: Myers

Washington, Aug. 14—Abram F. Myers, general counsel of National Allied, in another analysis of the recent New York Federal Court decision in the Paramount case warns that the case might be reopened if distributors "continue to use bidding for the purpose of raising film rentals."

Myers said it is not legally possible for the remaining defendants at this time to conclude consent decrees "which would not be used as evidence in a private suit."

Consent decrees stipulating the

(*Continued on page* 4)

Reade Sees Decree Hindering Top Runs

Divorcement as ordered by the New York Federal Court in the Paramount case, will, in the long run, make no basic difference in current industry habits and practices, but it is likely to stimulate the production of more pictures, in the opinion of Walter Reade, Jr., operating head of the Walter Reade circuit.

Reade also criticized the competitive

(*Continued on page* 4)

Personal Mention

LOUIS ASTOR, Columbia circuit sales head, left here by plane yesterday for Denver and Colorado Springs. He will proceed from there to Chicago at the end of this week.

●

E. K. (TED) O'SHEA, Paramount assistant general sales manager, will leave for Cleveland today to attend a two-day Mid-eastern division sales meeting. He will be accompanied by KNOX HADDOW, head of the branch service department.

●

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will arrive in San Francisco today from Sacramento to speak before the Women's Club.

●

JOHN P. BYRNE, M-G-M Eastern sales manager, left over the weekend on a vacation, with HERMAN RIPPS, his field assistant, taking his place for two weeks.

●

HAL WALLIS, Paramount producer, had an audience with POPE PIUS last week at the summer Palace, Castel Gandolfo, at Lake Albano, Italy.

●

L. E. GOLDHAMMER, Monogram-Allied Artists Eastern sales manager, will leave here tomorrow by plane for Cleveland.

●

HARRY BLAIR, RKO Radio trade press contact in New York, has returned from a Hollywood vacation.

●

NORMAN MORAY, Warner Pathe head, was in Glens Falls, N. Y., from here for the weekend.

●

WALT DISNEY will arrive here on the *S.S. Queen Elizabeth* on Thursday.

●

JOSEPH HAZEN, vice-president of Hal Wallis Productions, left for Italy at the weekend.

●

JACK BERKSON of Screencraft Pictures will arrive here today from Buffalo.

Tassos Joins Para. Staff in Capital

Max E. Youngstein, Paramount's director of advertising, publicity and exploitation, has appointed John Tassos as special publicity representative in the Washington, Baltimore and Norfolk areas, with headquarters at the Paramount branch in Washington.

Tassos had been affiliated with 20th Century-Fox as assistant to the company's manager in Bogota, Colombia, and previously had been a television engineer with NBC in New York.

Jack Warner Buys Villa

Purchase of the 23-room Villa Aujourd'hui at Cap d'Antibes, France, by Jack Warner, Warner studio vice-president, has been announced by Previews, Inc., real estate firm handling the deal.

Pioneers Anniversary Dinner on Nov. 16

The 10th anniversary dinner of the Motion Picture Pioneers will be held on Wednesday evening, Nov. 16, at New York's Waldorf-Astoria Hotel, as usual, it was announced here at the weekend by Jack Cohn, vice-president of Columbia Pictures and head of the Pioneers.

Organization committees have already gone to work on plans for the event and contemplate a drive to have Pioneers from every section of the country attend.

Para. Preparing for Solo Reich Operation

Paramount Films of Germany, Inc., has registered with the secretary of state at Albany a certificate to conduct business from offices in New York City. Incorporators are George Weltner, Milton Kirshenberg and J. William Piper. Filing attorney was Benjamin Fincke of New York.

Paramount Films of Germany's registration at Albany is interpreted here to mean that Paramount, like M-G-M and Universal-International, is intent upon operating independently in Germany after Jan. 1, 1949. The board of directors of the Motion Picture Export Association voted recently to continue joint operations in that country under MPEA aegis until the end of this year.

Four Korda Films Bow Here This Fall

Four Alexander Korda productions, first on his 1949-50 release schedule, will have their American premieres in New York during September and October. Emlyn Williams' "Dolwyn" will open early in September at the World, followed by "Saints and Sinners," with the Abbey Theatre Players.

Theatre arrangements are being set for "The Fallen Idol," starring Michele Morgan and Ralph Richardson, to be distributed by David O. Selznick, and for "The Winslow Boy," based on the play by Terence Rattigan, with Robert Donat and Margaret Leighton.

Jack Cohen To Head Theatre Posters Sales

Jack Cohen, until recently Eastern district manager for National Screen Service Corp., has joined Theatre Posters, Inc., here in the capacity of general sales manager.

'Joan' Smashes Records

HONOLULU, Aug. 14.—Notwithstanding the waterfront strike, which is having a telling effect on Hawaiian business, Walter Wanger's "Joan of Arc" is doing business here resembling the wartime boom days, it is reported by Esmond Parker, president of Consolidated Amusement Co.

Parker states that "Joan" has drawn record-breaking grosses during the first half of this year.

Paramount Active In Story Purchases

Increased activity for the near future at Paramount's Hollywood studios is indicated in the home office announcement that the company purchased 16 story properties during the first seven months of 1949, only six purchases having been made in the corresponding period of 1948.

The new properties stem from the stage, novels, magazine serials and both published and unpublished stories. They include:

The Mabel Normand-Mack Sennett story, which will have Betty Hutton portraying the "Queen of Comedy"; "Detective Story," Sidney Kingsley's Broadway play to be produced and directed by William Wyler; "Mr. and Miss Anonymous," original by Dwight Taylor, to be produced and directed by George Stevens; "Olympus," novel by Mitchell Wilson, to be produced and directed by Wyler; "Famous," story by the late Stephen Vincent Benet, which will star Bing Crosby; "Nightmare in Manhattan," story by Thomas Walsh; "Old Man in a Fast World," *Saturday Evening Post* story by Walt Grove; "The Deadly Bait," unpublished story by Lawrence Blochman.

Also, "Walk Three Steps Down," original by Horace McCoy; "Saved by a Petticoat," unpublished story by Harry Rogers; "The Kentuckian," Western by Harold Shumate; "Heart to Heart," comedy by Lionel Houser; and the following story purchases made for Hal Wallis Productions: "The Stooge," original by Fred F. Finkelhoffe and Sid Silvers, as a starring vehicle for Dean Martin and Jerry Lewis; "The Girl from the Folies Bergere," original by Jacques Repas, to star Corinne Calvet; "No Escape," original by Larry Marcus as a starring vehicle for Burt Lancaster.

William H. Pine and William C. Thomas have purchased "The Voice of Stephen Wilder," newspaper story by Lewis R. Foster.

Costs of Television Liquidate ABC Net

American Broadcasting and subsidiaries report a 7 per cent increase in sales for the six months ended June 30, for a total of $20,656,956, compared to $19,324,553 for the same period in 1948. Estimated loss for the six months ended June 30 was $46,141, against an estimated net of $846,475 for the same period of 1948.

The decrease in net earnings was due to costs of television development, the company stated.

$3,050 'Rope' Opening

Paramount's Hal Wallis Production of "Rope of Sand" set a box-office mark with a record $3,050 opening in its first circuit engagement at Warner Brothers Stanley Theatre in Jersey City.

Hurricane in Roxy Lobby

A three-dimensional weather display, demonstrating the growth of a hurricane, is on view in the New York Roxy lobby where 20th Century-Fox's "Slattery's Hurricane" is playing.

Newsreel Parade

THE Ecuador earthquake and the visit here of Philippine President Quirino are current newsreel highlights. Other items include the Coast Guard's anniversary, sports and people in the news. Complete contents follow:

MOVIETONE NEWS, No. 65—Ecuador earthquake. Forest fire in Montana. Philippines President Quirino in Washington. President Truman signs national security bill. U. S. Coast Guard celebrates its 159th birthday. Golf. Hambletonian.

NEWS OF THE DAY, No. 299—Earthquake in Ecuador. Jimmy Stewart takes a bride. Defense pact parley. Golf. Hambletonian.

PARAMOUNT NEWS, No. 102—Tops in sport: Hambletonian, golf. President Quirino of Philippines here. Monkey vs. parrot. Ecuador earthquake.

TELENEWS DIGEST, No. 33-A—Philippines President Quirino welcomed. Ambassador Stuart in Washington. Washington: five per cent probe opens. Planes over British skies. President Truman signs military unification bill. France: Saint Cyr graduation spectacle. Record snowfall in Argentina.

UNIVERSAL NEWSREEL, No. 273—Ecuador earthquake. Coast Guard anniversary. Philippines President Quirino in Washington. Premiere of "Yes Sir, That's My Baby" in Chicago. Golf. Hambletonian.

WARNER PATHE NEWS, No. 104—Ecuador earthquake. People in the news: President Truman, Ambassador Stuart, Philippines President Quirino, Herbert Hoover. Coast Guard anniversary. Sports: Golf, Hambletonian, boxing.

Radio Contest 'Plugs' 'Under Capricorn'

A national radio contest broadcast over 200 Mutual stations will be used by Warner Brothers as advance promotion for Transatlantic's Technicolor production, "Under Capricorn."

Transcribed "guest appearances" by Alfred Hitchcock, producer-director, Ingrid Bergman, Joseph Cotten and Michael Wilding, the picture's stars, will be heard over the program "Luncheon at Sardi's." They will explain that the title signifies a moment of great decision. Contestants will then write of their own "Under Capricorn" moments. The film is set for fall release.

RKO Canada Subject Endorsed by MPAA

"Canada Unlimited," two-reel short subject focusing on the contributions made by European immigrants and displaced persons to the development of Canadian resources, has been selected for sponsorship by Eric Johnston and the Motion Picture Association of America.

The film, produced by RKO Radio, is the fifth in the association's public affairs series and the first to deal with a subject that goes outside the U. S. for its material. It is next in RKO's "This Is America" series.

Cite Jackie Robinson

Jackie Robinson, Dodger second-baseman who made a personal appearance at the Skouras Park Plaza Theatre here Saturday on a "This is the American Way" benefit show, was cited there by screen, stage, radio and television artists as "an outstanding exponent of the American Way."

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THEATRES...IN FOUR STATES JOIN IN CELEBRATING THE WORLD PREMIERE OF

SAMUEL GOLDWYN'S

"ROSEANNA McCOY"

These big doings bring to Ohio, Kentucky, Indiana and West Virginia . . . the greatest screen event in years!

Vast radio coverage—one of America's most powerful radio stations, WLW, Cincinnati, and fourteen other stations within the premiere area, are broadcasting the heaviest concentration of spot announcements in radio history. Governors of three states will be featured on a one-half hour dramatic show playing up the Hatfield-McCoy angle. • The song ROSEANNA by Frank Loesser, already an instantaneous hit over the networks, has been especially recorded by Lanny Ross and Tom Scott, ballyhooing ROSEANNA McCOY. • ROSEANNA McCOY Square Dance Troupes are appearing in 100 leading cities. In addition, six troupes from the Grand Old Opry program are making appearances at premiere cities. Gigantic newspaper ads and publicity featuring a 10,000 line newspaper campaign, searching for a girl resembling ROSEANNA McCOY. Street ballyhoos, traveling caravans, all the showmanship that will add even greater stature to the industry's outstanding boxoffice success.

Yes! WHEN IT COMES TO EXPLOITATION — ROSEANNA IS THE REAL McCOY!

RELEASED THRU RKO RADIO PICTURES, INC.

E-L's Future

(*Continued from page 1*)

to Krim either as president of E-L or as head of the studio, the dual capacities in which Krim served for some time.

The basic problems involving E-L's future which are expected to occupy Young and Semenenko next month are the provision of new financing for the company's new-season production and the development of a future program for its continued operations.

Trade opinion holds that E-L must have a long-range program and adequate initial financing within the next few months if it is to continue as an important factor in the industry and be provided an opportunity to grow. Given those two requisites, a long-range program and adequate initial financing, the trade believes either the pending deal with Edward Small to head the company, or with some other production executive of comparable ability, could be closed at once and the company gotten off to a wholly favorable new start.

It is felt too, however, that a continuation of interim production and release deals such as those which have kept E-L's head above water recently, are no better than stop-gap measures and will not meet the company's real need of a good and continuous product supply. Temporary measures, it is felt, will merely add to the company's difficulties from this point on.

E-L's basic organizational strength was demonstrated in its reduction of indebtedness from $8,000,000 to $3,000,000 during the past year and its return of $350,000 weekly in distribution income, a figure which compares favorably with several of the major companies. Semenenko's bank months ago renewed the company's credit on the bulk of its outstanding indebtedness. However, its basic problem continues to be its need for adequate financial provision for a first-year production program, plus a long-range administrative plan.

Reade on the Decree

(*Continued from page 1*)

bidding feature of the decree as relegating some major houses to secondary positions and causing them to lose their established patronage. "The business was built up on the basis of certain theatres doing big business and bringing more dollars into the coffers of the distributors," he said. "Now, under the competitive bidding provisions, any little theatre can bid for and obtain a picture in competition with a major house, but that small theatre does not have the comforts of the large situation.

"The big theatres have all the comforts and conveniences and part of their popularity can be traced to just that, along with the fact that the distributors' good pictures appear on their screens first. The success of our industry was built on improvements in the theatre and the services it offers. I can not see the industry progressing when major product plays inferior theatres on any run."

Because companies like Paramount, Warners and 20th-Fox, under the divorcement ruling may eventually have their pictures playing in two, instead of just one theatre in a given town and because of the general opening up of closed situations, Reade thinks the companies may return to more vigorous production activity, resulting in the additional product that will then be needed.

Reviews

"Trail of the Yukon"

(*Monogram*) *Hollywood, Aug.* 14

"TRAIL of the Yukon," a melodrama of the Northwest, is kind to the summer eye when its camera is dwelling leisurely on the cool expanse of the Canadian Northwoods and its calm lakes, which is most of the time. The same applies when the lens is following Chinook, a fine white canine, well trained for its acting chores. But when attention is turned away from these to the remarkably dilatory doings of the several persons engaged in performing perfunctorily the chores assigned them by an Oliver Drake screenplay, suggested (it says on the credit sheet) by James Oliver Curwood's "The Gold Hunters," they both, scenery and the dog, take quite a beating. By and large, the attraction suggests billing Chinook as a canine discovery and aiming the ads at the children's-matinee crowd.

It is a Lindsley Parsons production, with William F. Broidy as associate producer, and direction is credited to William X. Crowley. The tale opens with a credible bank robbery in a small French Canadian town, following which the robbers escape to open country and the action levels off into a canoe-chase up beautiful streams and over pleasant portages, stopping now and again, with one justification or another, for opposing parties to fire much ammunition at each other from behind rocks and trees. The story gets back to town, ultimately, where it turns out that the local banker is the key baddie in the setup, and there is fighting such as hasn't been seen since "The Great Train Robbery" and a fire-scene finish that looks like an after-thought. Children who love dogs well enough to come to see Chinook probably will accept the rest of the picture as dividend. Players in the film include Kirby Grant, Suzanne Dalbert and Dan Seymour.

Running time, 67 minutes. General audience classification. Release date, not set.

"Brimstone"

(*Republic*)

STRONG on marquee appeal, "Brimstone" is also full of movement, fast chases, gun fights, brawls and a touch of romance. Walter Brennan plays a hardened old rascal, an embittered tyrant who used to be a powerful cattle baron and who seeks to regain his wealth by murder. Opposing him as a sheriff's deputy (he's really a United States Marshal) is Rod Cameron. Adrian Booth has the female lead while Forrest Tucker, Jack Holt and Jim Davis give good support.

Joseph Kane, associate producer-director, apparently knows that the Western fans want action, fast and furious, logical or illogical, more than anything else. Thames Williamson wrote the screenplay and Nathan Scott the unusual music. The story is dominated by its characters and serves but to give pursuers and pursued a chance to race and fire away at each other. Brennan and his sons keep holding up stage-coaches, trains and peaceful citizens. Then a "ghost-rider" appears and has everyone confused, especially old Brennan who does not like being robbed himself. Cameron enters on the scene and succeeds in having himself appointed assistant sheriff by Tucker. Thereupon follow a number of attempts by the Brennan boys to assassinate Cameron.

Cameron appears to have a lucky charm and never is hit. One of Brennan's boys turns hold-up man and is caught when his brother's attempt to present an alibi is exposed by Cameron. In the end, the sheriff turns out to be in league with Brennan and Cameron hunts down all of the villains, taking care of Brennan in one last determined spurt. The picture is in Truecolor.

Running time, 90 minutes. General audience classification. Release date, Aug. 15.

New Projectionists

(*Continued from page 1*)

trained projection personnel to meet the current demands of television.

"However, it would be untrue to say that unlimited opportunities exist in television for the projectionist. The industry is new and therefore the opportunities now are fairly small," Credner stated. They will grow with the expansion of the industry, he added.

Seventy per cent of the recent graduates are employed in the Metropolitan New York area. Average wages for the beginner scale from $60 to $70 a week.

20th's Anniversary

(*Continued from page 1*)

with 20th Century Pictures. It will also be a feature of the 18-week branch managers' testimonial drive which will start on Aug. 28 and ends on Dec. 31.

Smith revealed that "Oh, You Beautiful Doll", Technicolor production starring June Haver and Mark Stevens, will be given a North American day-and-date key-city first-run showing during the anniversary period.

Walsh to New York

(*Continued from page 1*)

which had approached the strike threat stage a few weeks ago. Walsh's announcement at that time that he intended to intervene resulted in the calling off of the projected strike which would have completely halted film laboratory operations here.

Walsh is scheduled, too, to look into the newsreel cameramen's situation which, although it has been termed critical, has not reached the strike stage. "IA" special representative Sal Scoppa has been meeting with newsreel company heads in an effort to approach an agreement on new contracts and will report to Walsh upon the latter's return here.

Another matter that will require Walsh's attention here in the near future is the pension plan for "IA" workers which, although not referred to in the basic agreement signed on the Coast, is scheduled for discussion between Walsh and company presidents. At last week's Coast contract negotiations, Walsh and Association of Motion Picture Producers vice-president Charles Boren agreed that the pension proposal is a matter properly to be referred to the presidents here.

Festival Strategy

(*Continued from page 1*)

the all-industry public relations meeting through a committee selected as representative of those present at the New York gathering.

Individual TOA leaders, notably organization president Arthur H. Lockwood, have come to regard the Sullivan proposal with high favor, it was explained, and as a result Sullivan feels that a better course of action in presenting the Film Festival plan to the Chicago delegates would be to let those industry individuals who favor it speak in its behalf at the meeting.

Lockwood and a number of other TOA delegates to the meeting are expected to make strong appeals for adoption of the Sullivan proposal. Sullivan emphasized on Friday, however, that this expectancy notwithstanding, the Film Festival proposal still does not have the official endorsement of the TOA.

Whether the Chicago meeting will be offered the Film Festival plan unshorn of its disputed film clearance elimination provisions was a question that remained unanswered at the weekend. It is possible that Sullivan may seek to have the proposal introduced at Chicago in the form in which he presented it originally, thus giving the delegates there an opportunity to weigh it in its entirety and revise it to suit themselves. Sullivan has maintained that he offered the plan to the industry as a "flexible" one which the industry may alter.

Myers on N. Y. Case

(*Continued from page 1*)

theatres to be divested might be reached, he said, but "in view of all that has taken place the entry of the usual form of consent decree containing protestations of innocence and without adjudications would be contrary to law and would stultify the government attorneys who consented to it and the court that approved it," Myers said.

The Allied board chairman predicted that distributor interest in arbitration would slacken now that there is no possibility of setting up an arbitration system as a substitute for divorcement. He added that arbitration is always possible when parties agree to it, and that there is no need for any expense and complicated permanent machinery.

Any distributor contention that in all competitive situations films must be sold on a competitive bidding basis is "monstrous and greedy," Myers said. It means "pitting circuits against independents, the weak against the strong," he added, and is a "mere cover for a device which enables the distributors to raise film rentals to exorbitant heights.

"When a distributor regularly awards his pictures to a circuit on its high bids, knowing that that circuit must recoup its losses in non-competitive spots, he is willfully practicing discrimination notwithstanding the mumbo-jumbo of competitive bidding," said Myers.

'Stable' Loop-Run

(*Continued from page 1*)

resenting 20th-Fox was Attorney LeRoy of the United Artists Theatre Corp. Thomas McConnell, representing the Jackson Park Theatre, stated he will oppose the motion.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 32 NEW YORK, U. S. A., TUESDAY, AUGUST 16, 1949 TEN CENTS

Frozen Funds Spur U. S. Filming in U.K.

At Least a Dozen in Work, Others to Follow

London, Aug. 15.—A near headlong rush of American production is in progress here as executives express apprehension over unexpended balances in frozen sterling when the Johnston-Wilson monetary agreement comes up for review next year. Officially undisclosed, it is understood present frozen sterling totals stand at about £8,000,000 ($32,000,000).

The present tally already reveal plans for a round dozen American-made pictures here. Twentieth Century-Fox is finishing "The Black Robe," starring Tyrone Power, and is in its fifth week on "Night and

(*Continued on page 6*)

Rank Financing Is Limited to Income

London, Aug. 15.—J. Arthur Rank is reported to have decided to borrow no more funds from London financial institutions for production purposes, planning instead to finance production exclusively out of the box-office revenue of previous pictures.

Said to be significant of this is the fact that only two Rank productions are announced in both Denham and Pinewood studios for the rest of this year. Only one of the two is said to be certain to get underway before the end of 1949.

Meanwhile, the Rank Organization

(*Continued on page 6*)

George's Tax Stand Held Not Decisive

Washington, Aug. 15.—The weekend statement by Senate Finance Committee chairman Walter F. George that excise taxes should be reduced to prewar levels was welcomed here by those fighting for reduction of the admissions levy. At the same time it was far from certain that George's support would mean any more strength for the fight to win the reductions, as the Georgian was already known to favor excise reduction.

The real battle is in the House, against the leadership of the tax-writing Ways and Means Committee.

Film Finance Group Files in Delaware

Dover, Aug. 15.—Incorporation papers for the National Exhibitors Film Co. were filed today, representing a major step toward actual operation of the new film financing organization which is sponsored by numerous circuit operators throughout the country. It is expected that within a few weeks stockholders will meet to elect a board of directors who in turn will name officers.

Newsreel Strike in Britain May Grow

London, Aug. 15.—Over 300 theatres had to get along without today's Pathe News as a consequence of a strike which the British Newsreel Association fears may blanket other newsreels here unless the situation is settled promptly.

Presumably reflecting audience reaction, some exhibitors have expressed rather severe criticism over the quality of the newsreels lately. This finds the Asociation concerned over the impact of a general strike on the ground that it might lead to public indifference over the reels.

The strike against Pathe is claimed to be unofficial in that the union is charged with failure to give the statutory 14 days' notice. The strikers, meanwhile, accuse the management of "victimizing" methods.

New York First-Run Income Is Good; $86,000 for Roxy

Another week of fairly substantial business is being enjoyed by the majority of New York's first-runs despite continued heat and the fear of poliomyelitis which has been denting the matinee trade, according to some managers.

"Slattery's Hurricane" with Sid Caesar and Evelyn Knight among others on stage is off to a strong start at the Roxy where the first week should bring in $86,000. "Anna Lucasta" with Tommy Tucker's orchestra and Paul Winchell in person will give the Capitol about $61,000 in a good opening week.

"It's a Great Feeling" is doing fair

(*Continued on page 6*)

Say del Guidice Will Quit U.K. Industry

London, Aug. 15.—Filippo del Guidice, who has made here for J. Arthur Rank pictures such as "Hamlet," "Henry V," and "In Which We Serve," is reported abandoning all British production plans in favor of returning to his native Italy for good.

When del Guidice parted company with the Rank Organization less than a year ago, he formed a new company, Pilgrim Pictures. On a number of occasions he has denounced what he described as the "mercantile-minded men" of the film business. While reports that del Guidice plans to depart come from a reliable source, his own comment has been, "No comment."

Deplores Over-Play of Film Names in Headlines

Memphis, Aug. 15.—The board of directors of Allied Independent Theater Owners of the Mid-South, meeting here, passed a resolution in protesting against newspaper stories and columns condemning Hollywood motion picture players.

"Be it resolved," it said, "that Allied Independent Theater Owners Association of the Mid-South deplores the flagrant play-up of 'Hollywood personalities' in lurid news stories that leave the impression that only players in motion pictures take part in such orgies such as were published in some newspapers on Tuesday and Wednesday, Aug. 10-11.

"We would be pleased," it continued, "if all the people connected with the motion picture industry were upstanding citizens but we acknowl-

(*Continued on page 6*)

Cincinnati Area Is Hit Hard by Polio

Cincinnati, Aug. 15.—The incidence of polio, increasing with alarming rapidity in Greater Cincinnati areas and in the Cincinnati exchange territory, is having an adverse effect on theatre attendance, more marked in some situations than others. Several communities have invoked a seven P. M. curfew, while others have set up roadblocks, with police officers stationed at the outskirts to warn motorists to avoid the areas.

'P. R.' Parley May Tackle Theatre Video

Special All-Industry TV Meeting Bids Fall Short

There is said to be strong likelihood that the delegates to the Aug. 30-31 all-industry public relations meeting in Chicago will take "time out" from the general business of the conclave to attempt to settle once and for all any differences that might exist among the various industry organizations regarding the theatre television outlook.

This is viewed as apparent in light of the recent disclosure that the Society of Motion Picture Engineers has not acted on the recommendations of Motion Picture Association of America and Theatre Owners of America executives that the

(*Continued on page 6*)

Studios Will Display At TOA Convention

Los Angeles, Aug. 15.—Highlighting the industrial exhibits at the "Showmen's Exposition" in connection with the Theatre Owners of America Convention in Los Angeles on Sept. 12-15, will be a number of special booth displays housing exposition as a means of direct contact with the visiting theatremen include Paramount, 20th Century-Fox, Warners, RKO Radio and Monogram, it was announced here today by Charles P. Skouras, general convention chairman.

Other companies are expected to join the exposition. Decorating de-

(*Continued on page 2*)

Mono.'s Stratford To Import Fifteen

Stratford Pictures Corp., newly-formed Monogram subsidiary set up for the purpose of distributing foreign-made pictures in this country through Monogram exchanges, expects to import about 15 productions for release during its first year of operation, Steve Broidy, Monogram president, disclosed here yesterday.

Broidy, here from Hollywood with company vice-president Harold Mirisch for conferences with Monogram

(*Continued on page 2*)

Personal Mention

CHARLES KIRBY, Universal-International vice-president, left New York at the weekend for a three or four-week vacation in Maine.

•

HARRY COHN, president of Columbia, and JOSEPH FRIEDMAN, recently retired chairman of Columbia British Productions, have returned to New York from Europe.

•

JACK HYNES, manager of Shea's Paramount Theatre, Youngstown, is recovering from an emergency operation performed at St. Elizabeth's Hospital there.

•

CHARLES F. DEESEN, home office assistant to JOHN J. MALONEY, M-G-M Central sales manager, will celebrate a birthday tomorrow.

•

FRED GLUCKMAN of Nu-Screen Corporation left here last night for Harrisburg, Pa., and Washington.

Services Today for John A. Shea, 39

Solemn High Requiem Mass will be sung today at St. Margaret's Church, Riverdale, N. Y., for John A. Shea, 39, head booker and buyer for Shea Theatrical Enterprises here, who died Saturday night at St. Elizabeth's Hospital after a lengthy illness. Burial will be in Gate of Heaven Cemetery, Westchester.

Shea joined Shea's Theatrical Enterprises (whose owners are no relation) in 1930 following his entry into the industry as a salesman for M-G-M. The widow, four sons, three brothers and a sister survive.

Services in England For Jacobs of GFD

LONDON, Aug. 15.—The death was announced here at the weekend of John Jacobs, joint general sales manager of General Film Distributors, who had been ill for some time. He was with Universal International for many years and joined GFD when that company and U-I merged for UK release purposes.

Funeral took place on Friday at the Bushey, Hertfordshire, Jewish Cemetery. Jacobs left a widow and one son.

Harold Kopp, FWC 'Vet'

LOS ANGELES, Aug. 15.—Funeral services will be held here tomorrow morning at the Malinow and Simon Mortuary for Harold H. Kopp, 65, veteran manager of Fox West Coast Theatres, who died yesterday following a lengthy illness. Surviving are the widow, a son and a daughter.

See Griffis in New Post

WASHINGTON, Aug. 15.—It was reported here today that Stanton Griffis, Paramount official and former ambassador to Egypt, will soon be given a new portfolio as ambassador to Argentina.

McCarthy Reports on Europe to Companies

The film companies' foreign managers met at Motion Picture Association of America offices here yesterday to review conditions prevailing in Germany and other Motion Picture Export Association territories, and to receive from MPAA international division director John G. McCarthy a report on his recent European trip. The meeting also "touched on" the so-called British "B" pool agreement, but it was reported following the session that "nothing conclusive" evolved from this or other discussions.

Michalove Back, Saw Skouras on U. S. Suit

Dan Michalove, vice-president of National Theatres, returned to New York at the weekend from West Coast conferences with Charles Skouras, president of the circuit, and Fred Pride, attorney for 20th Century-Fox, on the divorcement and divestiture decision of the New York Federal Court. Pride is not expected back in New York until the end of the month. It is understood 20th-Fox will not decide on appealing the decision until after president Spyros Skouras returns from Europe later this week.

House Passes Bill to Tighten Trust Laws

WASHINGTON, Aug. 15.—The House today passed and sent to the Senate a bill to ban mergers through acquisiton of assets of rival companies in instances where purchase of stock control would run afoul of the anti-trust laws. The vote on the measure, which has been before House and Senate committees for the past several years, was 232-92.

Lux's Jacon to Open Several Branch Units

Bernard Jacon, sales vice-president for Lux Film Distributing Corp., here, will leave on a tour of the nation's principal cities on Friday to set up sales offices and increase outlets for Lux's foreign films, in a program which contemplates making the company the country's largest distributor of Continental films.

Engel En Route

LONDON, Aug. 15.—Samuel W. Engel, producer of "Night and the City" for 20th Century-Fox, is aboard the *S.S. Queen Elizabeth* en route to Hollywood. He expects to return here late in September.

Jack N. Howland, 65

HOLLYWOOD, Aug. 15.—Services will be held here tomorrow at Groman's Mortuary for Jack N. Howland, 65, Warner Bros. Los Angeles sales manager, who died Saturday following a short illness. He was with Warners for 27 years. The widow and a son, Jack, Jr., survive.

106 in Mexico City

MEXICO CITY, Aug. 15.—Local theatres now number 106 with the opening of the de luxe Cine Nacional.

Studios Will Display

(*Continued from page 1*)

partments of the studios have been given the go-ahead by their chiefs to go all-out in creating unusual displays and exhibits. It is expected in some instances well-known screen personalities may be drafted as hosts and hostesses at their studio's respective booths. The exposition to be erected on the grounds of the Ambassador Hotel will also feature 67 displays by leading suppliers and vendors of theatre needs. Many candy and merchandise organizations will be among the exhibitors.

More than 1,000 of the nation's theatre owners and executives—representing 9,500 film houses—will attend the sessions, to be held at the Ambassador Hotel.

U. S. Secretary of Commerce Charles W. Sawyer will be the principal speaker at a luncheon to be held Sept. 14 at the convention, it was announced by Gael Sullivan, TOA executive director.

TOA officials attending will be Arthur H. Lockwood, Boston, president; Ted R. Gamble, Portland, Ore., chairman of the board; Charles Skouras, Los Angeles, treasurer; Herman M. Levy, New Haven, general counsel; Gael Sullivan, and Nat Williams, Thomasville, Ga., first vice-president.

Among industry leaders due here are John Balaban, Chicago; Roy Cooper and Joseph Blumenfeld, San Francisco; Robert J. O'Donnell, Dallas; J. J. O'Leary, Scranton, Pa.; George Kerasotes, Springfield, Ill.; M. J. Mullin, Sam Pinanski and Harold Stoneman, Boston; Mitchell Wolfson, Miami; Lewen Pizor, Philadelphia; Edward G. Zorn, Pontiac, Ill.; A. H. Blank and Myron Blank, Des Moines; A. Julian Brylawski, Sidney Lust and Frank Storty, Washington; Fred Kent, Jacksonville; and M. A. Lightman, Memphis; and from New York, S. H. Fabian, George Skouras, Leonard H. Goldenson, Robert W. Coyne, George Dembow, Walter Reade, Jr. and Stanley W. Prenosil.

One of the highlights of the convention will be a dinner for the exhibitors by Hollywood producers at which spokesmen from both sides will discuss mutual problems.

Mono.'s Stratford

(*Continued from page 1*)

Eastern executives, plans to return to the Coast on Friday.

The Monogram chief revealed that Stratford Pictures will accommodate "part of" the production-distribution deal concluded recently between Monogram and British Pathe. This means, Broidy explained, that Stratford will not confine itself to the importation of foreign-language pictures, as was reported previously, but will bring in British pictures together with features made in France, Italy and other countries.

Boston Sees 'Slattery'

BOSTON, Aug. 15.—State, city and Naval officials and members of the press attended an inspection of a U. S. Navy P. B. 4Y-2 Privateer bomber at Squantum Naval Air Station today in conjunction with 20th-Fox's "Slattery's Hurricane."

Walter Lloyd Given Para. Circuit Post

HARTFORD, Aug. 15.—Walter B. Lloyd, who has been with Paramount Theatres for the past 22 years, has been named to an executive position with Paramount Theatres in Florida. The title of his new post will be announced in Florida soon. Lloyd for the past 18 years has been manager of the Allyn Theatre, Hartford. His replacement here is by Raymond MacNamara, manager of the Strand at Newport, R. I.

Gottlieb Joining RKO as Producer

HOLLYWOOD, Aug. 15.—Howard Hughes has signed Alex Gottlieb to a long-term contract as a producer at RKO Radio. Gottlieb was a Warner producer for a number of years and latterly was at Columbia. "It's a Great Feeling," now entering first-run dates, was produced by Gottlieb and so was "The Girl from Jones Beach."

Fox, Crouch in New Posts

Special Purpose Films here reports the resignation of Hampton W. Howard as president and director. John Fox, vice-president and treasurer, will become president, while William F. Crouch, executive producer, will take over as production vice-president.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
'Rope of Sand'
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
In Person
TEX BENEKE
And His Orchestra
plus CY REEVES
RUDY CARDENAS
Extra VIC DAMONE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG Celeste HOLM in
"Come to the Stable"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

The LOUIS de ROCHEMONT production of
"LOST BOUNDARIES"
Beatrice Pearson - Mel Ferrer
A FILM CLASSICS RELEASE
Air Conditioned ASTOR Broadway & 45th St.

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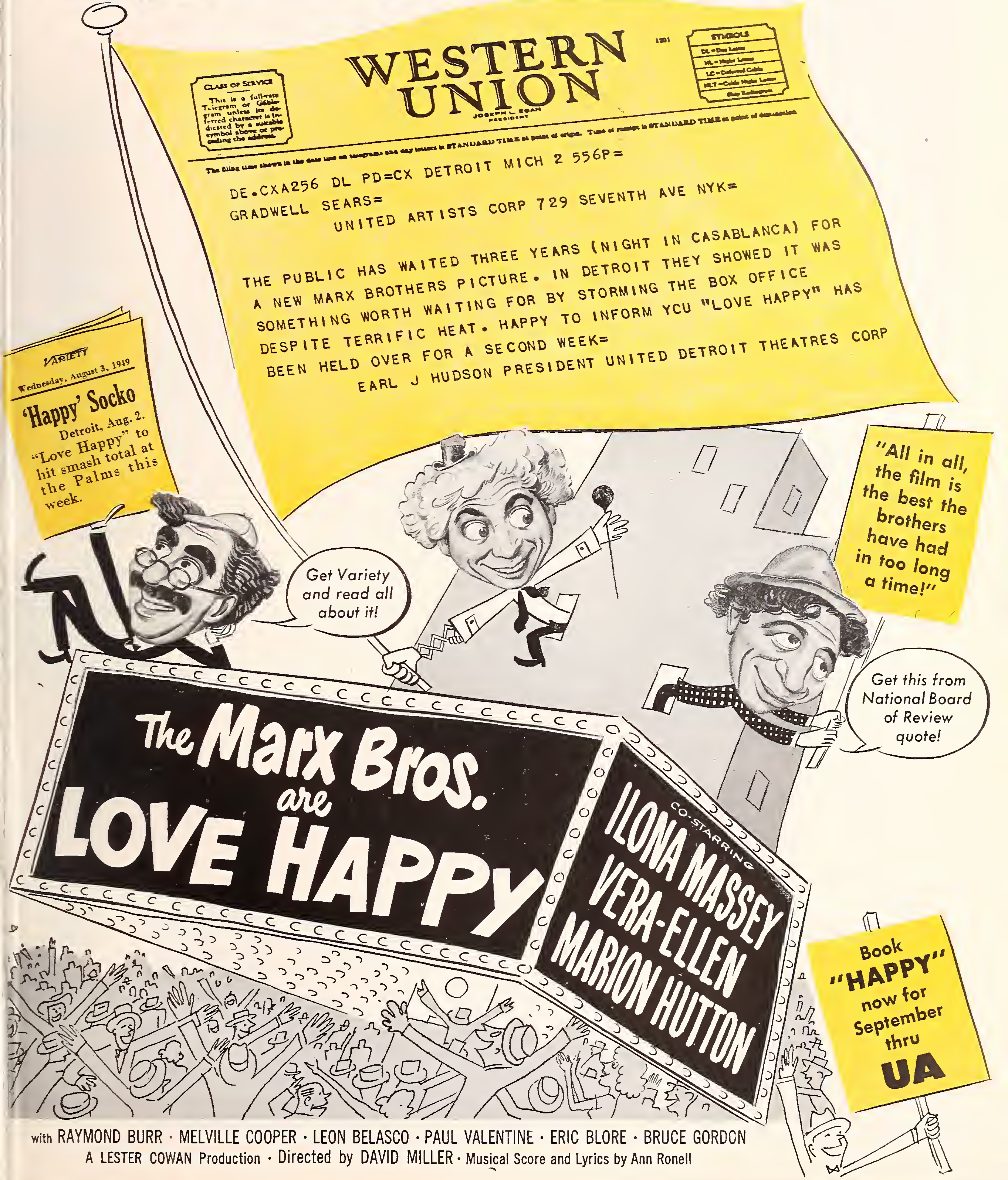

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VARIETY
Wednesday, August 3, 1949

'Happy' Socko

Detroit, Aug. 2. "Love Happy" to hit smash total at the Palms this week.

Get Variety and read all about it!
"All in all, the film is the best the brothers have had in too long a time!"
Get this from National Board of Review quote!
Book "HAPPY" now for September thru UA

The Marx Bros. are LOVE HAPPY

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with RAYMOND BURR · MELVILLE COOPER · LEON BELASCO · PAUL VALENTINE · ERIC BLORE · BRUCE GORDON
A LESTER COWAN Production · Directed by DAVID MILLER · Musical Score and Lyrics by Ann Ronell

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a kid...a city...a

Everybody will love the 30 Godfathers, played by BI
SATCHEL PAIGE · HAL PECK · SAM ZOLDAK · FRAN
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KEN KELTNER · MIKE TRESH · "LEFTY" WEISMAN · A

THE KID FROM

starring

GEORGE BRENT · LYNN BARI

introducing **RUSTY TAMBLYN** and **HIS 30 GODFATHERS**

THE CLEVELAND INDIANS BASEBALL TEAM

with TOMMY COOK · ANN DORAN · LOUIS JEAN HEYDT · K. ELMO LOWE · JOHNNY BERARDINO

Screen Play by JOHN BRIGHT · Story by HERBERT KLINE and JOHN BRIGHT · Produced by WALTER COLMES
Associate Producer K. ELMO LOWE · Directed by HERBERT KLINE

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OF THE YEAR !

nd 30 Godfathers!

Indians
Indians
Indians

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PAPISH · THURMAN TUCKER · MIKE GARCIA · AL BENTON · TRIS SPEAKER
DOBY · MICKEY VERNON · BOB KENNEDY · RAY BOONE · JOE GORDON · JIM HEGAN
IE CLARK · EARLY WYNN · GENE BEARDEN · MEL HARDER · BILL McKECHNIE

CLEVELAND

WORLD PREMIERE
LOEW'S STILLMAN
CLEVELAND
SEPTEMBER 2nd

'P.R.' Parley

(*Continued from page 1*)

Society take steps to organize an all-industry meeting for discussion of the theatre video situation. It is held unlikely that the SMPE will act on the recommendations. Chicago would offer a convenient substitute opportunity for an all-industry examination of prevailing views on theatre television, it is said.

It is learned, however, that SMPE theatre television committee chairman Donald Hyndman has made it known to virtually all industry organizations which will be represented at Chicago that he will attend that conclave on whatever short notice may be given him in order to contribute in behalf of the SMPE to any discussion of theatre video. Hyndman is scheduled to be on vacation at the time of the meeting.

SMPE has informed Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers, which will be among the organizations represented at Chicago, that Hyndman's group expects to file with the Federal Communications Commission on or about Aug. 19 a statement that the entire motion picture industry favors the allocation of bands of theatre television frequencies at this time.

Ask SIMPP Endorsement

SMPE will address its statement to the FCC in consequence of meetings held here by Hyndman's committee with representatives of the MPAA and TOA. In its communication to Rubin, SMPE has asked that the SIMPP endorse the former's planned action and ask the Commission for a hearing on the theatre television question.

FCC, the SMPE has informed SIMPP's counsel, should be convinced that a broad band of frequencies should be set aside now so that theatre television, if and when it becomes practical and profitable, shall not be extremely restricted by the limited availability of channels. A short-sighted attitude at this time, SMPE contends, will forever limit the future growth of theatre television service.

Rubin was told by the SMPE that the latter is devising a three-point outline appeal in behalf of the industry on theatre television for presentation to the FCC, as follows: (1) Service to the public embodied in the "large aspects" of a nationwide theatre television system; (2) the physical nature of a nationwide theatre video system: (3) the immediate and future needs of the industry for the allocation of a sufficiently broad band of theatre television frequencies which, if allocated, would then be assigned as a number of specific theatre video channels to individual producer, distributor and exhibitor companies.

The crux of SMPE's bid will be approximately this: Just as films were exploited for purposes of public morale and government information essential to the national welfare and economy during the last war, so would a nationwide theatre video system serve the interests of the nation and perhaps be more effective. Such service would be totally unrestricted in that it would serve the entire public and would also be able to present events of outstanding historical importance or of great social significance so that they could be witnessed in schools, public auditoriums and theatres at the moments the events occur.

Review

"Father Was a Fullback"

(*Twentieth Century-Fox*)

FUN for the family presented in generous proportions in a fast-moving tale performed by a highly capable and merchandisable cast featuring the marquee names of Fred MacMurray, Maureen O'Hara, Rudy Vallee, Betty Lynn, Natalie Wood, Thelma Ritter and a long line in support. The dialogue is especially crisp in a laugh-provoking manner, as witness the merry reactions of a "sneak preview" audience which responded warmly at New York's Academy of Music.

The seasoned directional hand of John M. Stahl guides Fred Kohlmar's production of "Father Was a Fullback" with ease and rapidity, and while the plot in itself is not especially strong, it is uniquely a bit off the beaten lane. It humanly portrays the trials and tribulations of a medium-class family which features MacMurray as the dad of two adolescent daughters whose versatile pranks deepen the headaches of their football-coach father whose local small-town college team is having a dismal season, made more so by the plaguing I-told-you-so alumni, aided and abetted by the rather stuffy football-minded chief-alumnus Rudy Vallee, with nary a croon. Miss O'Hara is the lovely wife of the coach and the protesting mother of the highly entertaining Misses Lynn and Wood. Miss Ritter, the all-around domestic of the highly-confused household, gives strong support to this 84 minutes of refreshing crispness.

The tale is based on a play, "Mr. Cooper's Left Hand," written by Clifford Goldsmith, and on a magazine piece, "Football Fans Aren't Human" (which is precisely the opinion of coach MacMurray), which Mrs. Harry Stuhldreher, wife of the former Wisconsin coach, turned out for the *Saturday Evening Post*. It has a ring of authenticity for college sports background, briskly flavored by a screenplay written by Aleen Leslie, Casey Robinson, Mary Loos and Richard Sale. The latter two are the wife-husband writing team which preceded this one with "Mr. Belvedere Goes to College" and "Mother Is a Freshman."

Running time, 84 minutes. General audience classification. For October release.

JAMES P. CUNNINGHAM

Deplores Headlines

(*Continued from page 1*)

edge the fact that our people are only human and we feel that the same percentage of our people go wild on occasion as do the people in any other industry, but we feel we are being discriminated against when we of the motion picture industry are singled out in news stories such as referred to."

Reduce Clearance in Genoa, O., AAA Case

CLEVELAND, Aug. 15.—The "irrespective run" requested of the board of arbitration by Herbert Hogland for his Genoan Theatre, Genoa, in respect to the Limelite Theatre, Woodville, was denied by the arbitrator, L. L. Marshall. However, the arbitrator reduced the present 14-day clearance to five days. The "irrespective" clearance was denied on grounds that evidence submitted indicates that competition exists between the two theatres.

New York Income

(*Continued from page 1*)

enough at the Strand where about $30,000 is in prospect for the initial week. Stage shows will be resumed at the Strand on Sept. 2 after a summer-long hiatus. The house will be closed on Aug. 25 for an extensive re-decorating job after which it will re-open with Xavier Cugat on stage and "White Heat" on the screen.

"Too Late for Tears" probably will give the Mayfair about $20,000 in a good opening week. The Palace is likely to do a healthy $23,000 with the single-week's run of "Ma and Pa Kettle" and eight acts of vaudeville.

"In the Good Old Summertime" with a stage presentation at the Music Hall is drawing tremendous business, estimated at $145,000 for a second week. High, too, is "Rope of Sand" with Tex Beneke and Vic Damone on stage at the Paramount where the second week's take is figured at $75,000. The Paramount show raked in $100,000 in its opening week, which is the heaviest business that the house has had in many months. "Mighty Joe Young" is holding up strong at the Criterion which looks for about $27,500 in a third week.

"The Window" promises to give the Victoria about $23,000 in a prosperous second week. At the Astor, "Lost Boundaries" is holding up very well with about $22,000 in sight for a seventh week. "Jolson Sings Again" will open at the State tomorrow, following "Great Sinner" which probably will wind up a minor seventh and final week with $10,500.

"Come to the Stable" looks good for about $27,500 in a gratifying third week at the Rivoli. At the Globe, "Not Wanted" might do about $9,000 in a slow fourth and final week; it will be replaced on Saturday by "Siren of Atlantis." "Red Shoes" at the Bijou appears headed for a 43rd week's gross of $10,000, which still means a nice profit. "Quartet" also has $10,000 apparent for its 21st week at the Sutton. "Hamlet," will do about $7,700 in its 47th week at the Park.

Frozen Funds

(*Continued from page 1*)

the City," starring Richard Widmark and Gene Tierney. M-G-M will reopen the Elstree studio on Sept. 1 with "The Miniver Story," starring Greer Garson and Walter Pidgeon, and "Young Bess" already is lined up on Metro's schedule, which is expected to go under Sidney A. Franklin's direction.

"Treasure Island" is in work at Denham, while Walt Disney is on the high seas en route for New York. On its completion, he intends proceeding immediately on his long-promised Irish leprechaun story.

Mario Zampi will make a quota film for Columbia at the Nettlefold Studios with others in the offing. Already reported is the Universal-International production hook up with the Rank organization, using frozen funds for four features, at least.

Republic proposes sending Roy Rogers to work in the Scottish Highlands. Monogram is proceeding with its long-term production alliance with Associated British Pictures Corp., as has Warner Brothers. Paramount, with sizeable balances at its disposal, has announced nothing. Out of the discussions which Paul Raibourn will hold with James E. Perkins and Frank Farley of Paramount British may emerge a Paramount British production program.

Rank Financing

(*Continued from page 1*)

is now seeking to recoup by renting space to independent producers. No fewer than five such producers have definitely arranged floor-space with most of them operating by benefit of the Film Finance Corp. They are: Paul Soskin's "Waterfront," Anatole de Grunwald's "World Premiere," Harold Huth's "Mrs. Christopher," Cavalcanti's "Sparkenbroke," and the work of an entirely new company, Jay Lewis Productions, making "Morning Departure." Still in process of filming at Denham is the RKO Radio-Walt Disney "Treasure Island."

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 33 NEW YORK, U. S. A., WEDNESDAY, AUGUST 17, 1949 TEN CENTS

UK Producers Cut Programs; Rank Drops 15

Only 25 from Rank in '50, Against 40 This Year

J. Arthur Rank Productions and its affiliate, Ealing Studios, will have a combined production schedule of only 25 films for 1950, against 40 for the current year, it was reported here yesterday by Earl St. John, managing director of Rank's Twin Cities unit.

In view of this and the fact that British independent producers are forced to curtail their activities because of financing difficulties, St. John said he fails to see how exhibitors in that country will be able to meet the playing time quota of 40 per cent which is to become effective on Oct. 1.

He added, however, that the output of American companies in England might possibly fill the gap. MOTION

(*Continued on page* 4)

Rank Open to Other Joint Product Deals

The "door is wide open" for other major companies to ally themselves with J. Arthur Rank Productions in joint production ventures in England with the American firms using their frozen British sterling for that purpose, Earl St. John, joint managing director of Rank's Two Cities unit, disclosed here yesterday. Similar to the Rank-Universal agreement which was announced last week, the American companies would share production costs equally with Rank and would get distribution rights in the Western Hemisphere. Rank would handle the jointly-produced films in the Eastern Hemisphere.

Bar Association to Oppose FCC on TV

The FCC Bar Association is prepared to oppose the right of the Federal Communications Commission to establish an allocation table for TV channels, according to the Television Broadcasters Association. The association has designated Leonard H. Marks, chairman of its practice and

(*Continued on page* 4)

Schenck Moving Ahead On Theatre Expansion

Apparently underway with his program of extensive expansion of his theatre interests, Joseph M. Schenck reportedly is directing an appraisal of Golden State Theatre and Realty Corp. and T. and D. Enterprises, Inc., with the view of exercising his stock option for substantial interests in the large California circuit. Golden Gate and T. and D., headed by Michael Naify, operate over 100 houses with headquarters in San Francisco.

It is understood that Schenck was bent on buying into the company some time ago, but that his plan was thwarted because of legal considerations arising from his position as an executive of 20th Century-Fox. Consequently he asked the 20th-Fox board to accept his resignation but this was refused.

(*Continued on page* 4)

Columbia Nat'l. Sales Meet Set in Chicago

Columbia Pictures will hold its first national sales convention in several years at the Ambassador East Hotel, Chicago, Monday through Friday, Aug. 22-26. Present at the meetings will be the 31 branch managers, nine division managers, home office executives, department heads, top sales personnel and Canadian representatives. A. Montague, general sales manager, will preside. In recent years the company has held limited regional sales meetings.

Top on the agenda will be the

(*Continued on page* 4)

Youngstein Indicts Industry Criticism

WASHINGTON, Aug. 16.—Most criticism of the film industry "is neither honest, well-intentioned or based on fact," Paramount national advertising-publicity director Max E. Youngstein told the Washington Advertising Club today.

The industry stands ready to answer criticism directed at it in good faith, but much of the criticism of the industry is without foundation and does not stand up, Youngstein declared.

There is no more to criticize in the film industry, he said, than in the publishing or radio industries, or any other communications endeavor.

He asked that the same standards applied to other industries be applied to the film industry. If that is done, he said, there is no need for fear.

Fabian Sees Need For Showmanship

Citing box-office results, Si H. Fabian, president of Fabian Theatres, said yesterday that the circuit's 35th Anniversary Jubilee celebration, which got underway Aug. 1 proves "that there is nothing wrong with the picture business that two elements won't cure, namely, good pictures and the showmandising of those pictures."

Said Fabian: "We hope that the showmanship and planning exhibited by Fabian Theatres during this 35th anniversary drive will in some measure prove to the industry the self-

(*Continued on page* 4)

SPG-SOPEG Strike Strategy Is Voted

CIO's Screen Publicists and Screen Office and Professional Employes guilds yesterday moved another step toward a strike of approximately 2,800 employes at home offices here. SPG announced that its membership has voted to instruct the Joint Strike-Strategy Committee of both unions to "set in motion the machinery that will enable the guilds to call a strike."

A year ago the unions presented proposals for renewal of home office contracts. Negotiations have been deadlocked for several months.

The strike-strategy committee of the unions will meet within the next 10 days to follow the membership's instructions. Meanwhile, U. S. Conciliator Thomas Stuetel has informed

(*Continued on page* 4)

Kodak Profits Off, To $21,000,000

ROCHESTER, N. Y., Aug. 16.—Eastman Kodak's earnings for the first 24 weeks of 1949 dropped 24 per cent below the same period in 1948, the company reported today, although sales were down only about one per cent. Net earnings were $21,368,830, or $1.63 per common share, compared with $28,017,724, or $2.24 a share, for the corresponding period in 1948. Sales were $190,002,934, against $192,480,338 in the 1948 period.

Perley S. Wilcox, board chairman, and Thomas J. Hargrave, company

(*Continued on page* 4)

Extend Escrow Offer in RKO Circuit Deal

Aug. 22 New Deadline On Meyer-Fox-Work Bid

The escrow arrangement originally set up as part of the Stanley Meyer-Matthew Fox-Cliff Work offer for purchase of Howard Hughes' controlling interest in RKO Theatres has been extended one week beyond its expiration date of next Monday, thereby giving Hughes until Aug. 22 to accept or reject the bid at $6 a share.

There was no indication yesterday as to what course Hughes, whose 929,020 shares of theatre stock are involved, will follow. The stock is to be issued in the name of the new theatre unit after the divorcement process agreed upon by the New York consent decree becomes effective in November.

Meanwhile, it is understood Hughes continues in consultation with the Atlas Corp., which has the right to meet any matching offer which Hughes may

(*Continued on page* 4)

MMPTA Proposes 'P. R.' Meet Agenda

A four-point agenda for the all-industry public relations meeting in Chicago on Aug. 30-31 has been suggested by the Metropolitan Motion Picture Theatres Association, including plans to stimulate goodwill for the trade, reduce taxes to the pre-war level and combat adverse legislation.

Leo Brecher, president of MMPTA; Oscar Doob, chairman of the executive committee, and D. John Phillips, executive director, have been appointed a committee to represent the organization at the two-day session.

Brecher said the committee had these "thoughts to offer" in considera-

(*Continued on page* 4)

TOA to Push for Tax Cut This Year

A concentrated drive to cut or eliminate the 20 per cent Federal amusement tax this year—as opposed to President Truman's desire to postpone action until the 82nd Congress meets next January—is expected to highlight the report being prepared by the Theatre Owners of America's

(*Continued on page* 4)

Personal Mention

ROBERT WEITMAN, managing director of the New York Paramount Theatre, will observe a birthday tomorrow.

•

GLEN ALLVINE, director of the motion picture unit of the New York State Department of Commerce, is in Palmyra, N. Y., directing a television film concerning the founding of the Mormon church there by Joseph Smith.

•

MIKE HAVAS, RKO Radio Latin American sales supervisor, arrived here yesterday from Buenos Aires and will meet the trade press this afternoon at the company's home office.

•

LOU BROWN, advertising-publicity director for Loew's Poli-New England Theatres, New Haven, is vacationing with his family at Virginia Beach, Va.

•

GEORGE BILSON, head of RKO Radio's short subjects department, is motoring from Hollywood to New York on a vacation, with his return to the studio scheduled for Sept. 6.

•

NORMAN AYERS, Warner Brothers Southern division sales manager, has left here for Dallas and Oklahoma City.

•

JEROME J. COHEN, industry insurance broker, has left here for the Coast and Honolulu.

•

MILTON BERLE will be the guest at a testimonial dinner given today in Hollywood by The Masquers.

•

FLORENCE MARSTEN, New York representative of the Screen Actors Guild, is vacationing in Mexico.

•

M. C. LEVEE, Hollywood talent agent, will sail from here for Europe Saturday on the *Ile de France*.

•

SAAL GOTTLIEB, M-G-M manager at Pittsburgh, is in New York.

E-L Promotes Towler

MEMPHIS, Aug. 16.—Nelson Towler, Eagle-Lion salesman in Florida, out of Atlanta, will succeed Leonard Shea, Memphis Eagle-Lion branch manager who has resigned to go into business in Florida. C. J. Galloway of E-L, formerly of Warner Brothers, will succeed Towler in Florida.

Slate 'Night Cry' Filming

Filming of Colony Pictures' "Night Cry" will get underway in New York on Oct. 4, it has been announced here by producer Frank P. Rosenberg through his New York representative, Jack Preston. Howard Duff will star.

On TOA Publicity Staff

Airi Andrade, formerly with Mexican newspapers, has joined the Theatre Owners of America convention committee's publicity staff here.

Television Fund, Inc. Acquires Film Shares

Chicago, Aug. 16.—Net assets of Television Fund, Inc., investment firm, amounted to $2,242,612 at July 29, with investments listed at market value, compared with $1,243,890 six months earlier, Chester D. Tripp, president, reports to stockholders.

The company's portfolio holds shares of 20th Century-Fox, Paramount, Loew's, RKO, Eastman, General Precision Equipment, Bell and Howell, DuMont Laboratories, and numerous other firms outside the film business.

Field Force Attends Services for Shea

The managerial personel of Shea Theatrical Enterprises yesterday attended funeral services for John A. Shea, head buyer and booker for the circuit who died Saturday night after a long illness. A High Requiem Mass was sung at St. Margaret's Church at Riverdale. E. C. Grainger and other officials of the company also were in attendance. The managers included:

R. W. Rhodes, Colonial, Akron, O.; Robert Cannon, Amherst and Town Hall, Amherst, Mass.; Dale Tyfinger, Shea, Palace, Bula and State, Ashtabula, O.; Vincent Choate, Shea and McKeon, Bradford, Pa.; William Gillman, Midland and Auditorium, Newark, O.; Dale McCoy, Orpheum, McKees Rocks, Pa.; Fenton Scribner, State and Daniel Webster, Nashua, N. H.; Bernard Hickey, Lawler, Greenfield, Mass.; Dan Gilhula, Shea and Park, Jamestown, N. Y.; E. J. Fahey, State, Strand, Palace and Crown, Manchester, N. H.; John D. Walsh, Fulton, Pittsburgh; E. J. Hiehle, Weller, Zanesville, O.; J. W. Scanlan, Liberty, Grand and Quimby, Zanesville, O.; W. Neil O'Brien, Park, Westfield, Mass.; Durward Duty, Colony, Ohio and Putnam, Marietta, O.; Frank V. King, field representative.

Crosby Premiere Tonight

BRIDGEPORT, Aug. 16.—This city today took on a festive air as the citizenry, led by Mayor Jasper MacLevy, civic and business officials started a round of activities for tomorrow's two-theatre world premiere of Paramount's "Top O' the Morning," starring Bing Crosby, Barry Fitzgerald and Ann Blyth. The picture will be shown at the Warner and Merritt theatres.

Set RKO Shop Election

The National Labor Relations Board will conduct an election here on Aug. 25 among the home office employes of RKO Radio and RKO Service Corp. to determine whether the employes want union shops, according to information released here by CIO's Screen Office and Professional Employes Guild.

Korda Film to Carnegie

Alexander Korda's "Saints and Sinners," written by Paul Vincent Carroll, with the Abbey Theatre Players, will play the Little Carnegie Theatre here immediately following "The Girl in the Painting." "Saints and Sinners" will be the second release by Korda during the coming season.

Invitational Premiere For U-I's 'Sword'

Civic leaders, stars of stage, screen and radio, executives of the industry, and press and radio representatives are among those scheduled to attend the world premiere of Universal-International's "Sword in the Desert" at the Criterion Theatre here next Tuesday evening. The premiere, an invitational event, will also be covered by television and radio.

Among those invited are:

New York's Mayor William O'Dwyer and other city officials, Marta Toren, Yvonne De Carlo, Mrs. Leo Durocher (Laraine Day), John Garfield, Sonny Tufts, Irving Berlin, Jessica Dragonette, Nancy Walker, Mary Small, Joseph Bernhard, Harry Brandt, Leo Brecher, Henry Brown, Max Cohen, Irving Dollinger, Russell Downing, Charles Einfeld, Norman Elson, G. S. Eyssell, Si Fabian, Max Fellerman, William J. German, E. C. Grainger, Morey Goldstein, Roy Haines, Harry Hecht, William J. Heineman, Edward Hyman, Don Jacocks, Rube Jackter.

Also, Julius Joelson, Harry Kalmine, Jules Lapidus, Al Lichtman, Maurice Maurer, Abe Montague, Maurice Miller, Charles Moses, Charles Moskowitz, Robert Mochrie, E. K. O'Shea, Hugh Owen, Eugene Picker, Charles Reagan, Sam Rosen, Walter Reade, Jr., Joseph Seidelman, A. W. Schwalberg, A. W. Smith, N. B. Spingold, George Skouras, Samuel Rinzler, Sol Schwartz, Robert M. Weitman, Lou Weinberg and Max Youngstein.

Promotion Is Set for 'Father a Fullback'

Some 134 prizes, totaling $7,500, will go to the winners of an "All-American Premiere Contest" in connection with "Father Was a Fullback," it was announced here yesterday by 20th Century-Fox. The prizes, in the form of war bonds ranging from $500 down to $25, will be awarded on the basis of all-around showmanship in behalf of the picture. Any manager or advertising manager of a U. S. or Canadian theatre who opens "Father Was a Fullback" during the period of Oct. 1 to Dec. 4, 1949, is eligible to compete.

Bowers Leaves Allied, Joins Zer-Mac Circuit

MEMPHIS, Aug. 16.—Robert M. Bowers, general manager of Allied Independent Theatre Owners of the Mid-South since its organization last Jan. 1, has resigned to become general manager of Zer-Mac Theater Co., Memphis. Zer-Mac, which is owned by Joe and Nick Maceri and Paul and Phil Zerilla, operates the Lamar, Capitol and Joy, all Memphis neighborhood theatres. No successor to Bowers has been named by Allied.

Margaret Mitchell Dies

ATLANTA, Aug. 16. — Margaret Mitchell, 46, author of the novel, "Gone With the Wind," which was made by David O. Selznick into the biggest grossing motion picture of all time, died here today of injuries received five days ago in an automobile accident.

Cooling, Films Editor

BALTIMORE, Aug. 16.—Funeral services were held here for H. Lowery Cooling, motion picture editor of the *Baltimore Sunday Sun* for the past 20 years, who died suddenly from a heart attack on Aug. 10.

Newsreel Parade

ELECTIONS in West Germany, aviation advancements, sundry sports events, and an official comment on the Washington "five-percenters" investigation are highlighted in current newsreels. This year's Soap-Box Derby comes in for quite comprehensive coverage. Complete synopses follow:

MOVIETONE NEWS, No. 66—Vice-President Barkley in spotlight. Berlin: Overhead cable used as runway in aviation. British defense maneuvers. Carrier base jet fighters. All-star football. Soap-Box Derby. Junior rodeo.

NEWS OF THE DAY, No. 300—Rivers of molten lava in Spain. Airmen of five nations in defense tests. Jet planes and carrier fighters. Vice-President Barkley. Gallant British warship hailed in Hong Kong. Football makes 1949 bow. Soap-Box Derby.

PARAMOUNT NEWS, No. 103—Soap-Box Derby. Syria's president and premier executed. Fashions. Barkley dedicates airport. West Germany goes to the polls.

TELENEWS DIGEST, No. 34-A—Germany: Conservatives win election. Washington: Mundt comments on "five-percenters." Swiss Maginot Line. The late Robert Ripley's collection on sale in New York. Davis Cup tennis.

UNIVERSAL NEWSREEL, No. 274—Banshees make first carrier landings. Dutch princesses. Cold spot in Canada. Junior rodeo. Soap-Box Derby. Football, 1949.

WARNER PATHE NEWS, No. 1—German elections. Canadian cold spot. Baby parade. German auto race. Speedboat race. Soap-Box Derby.

Yates and Grainger Will Talk Product

James R. Grainger, Republic's sales vice-president, left here last night for Detroit, Chicago, San Francisco and Los Angeles, where he will confer with Herbert J. Yates, president, on next season's product.

He will remain in Los Angeles for the Pacific Coast sales meeting, to be held on Sept. 7-8, and will proceed to Chicago for the Midwest sales meeting, to be held on Sept. 12-13 and then on to the New York meeting, Sept. 15-16. Yates also will attend all three meetings.

Yellen Host to Filmites

BUFFALO, Aug. 16.—Max Yellen, owner and operator of the 20th Century theatre here, gave his annual party for practically everyone along Film Row yesterday on his estate in Elma, N. Y. Among the exchange managers at the event were: Phil Fox, Columbia; Al Herman, Eagle-Lion; Matt Sullivan, Film Classics; Jack Mundstuk, M-G-M: Harry Berkson, Monogram; Jack Goldstein, National Screen; William P. Rosenow, Screen Guild; Mike Simon, Paramount; Jack Chinnell, RKO Radio; Leon Herman, Republic; Charlie Kosco, 20th-Fox; J. L. Winn, United Artists; Joe Gins, U-I; and Ed Catlin, Warner Brothers.

'Inspector General' Set

Warner Brothers has set "The Inspector General," Danny Kaye's initial starring vehicle for the company, for general distribution over the New Year's holiday. The production, in Technicolor, was produced for the studio by Jerry Wald, with Henry Koster directing.

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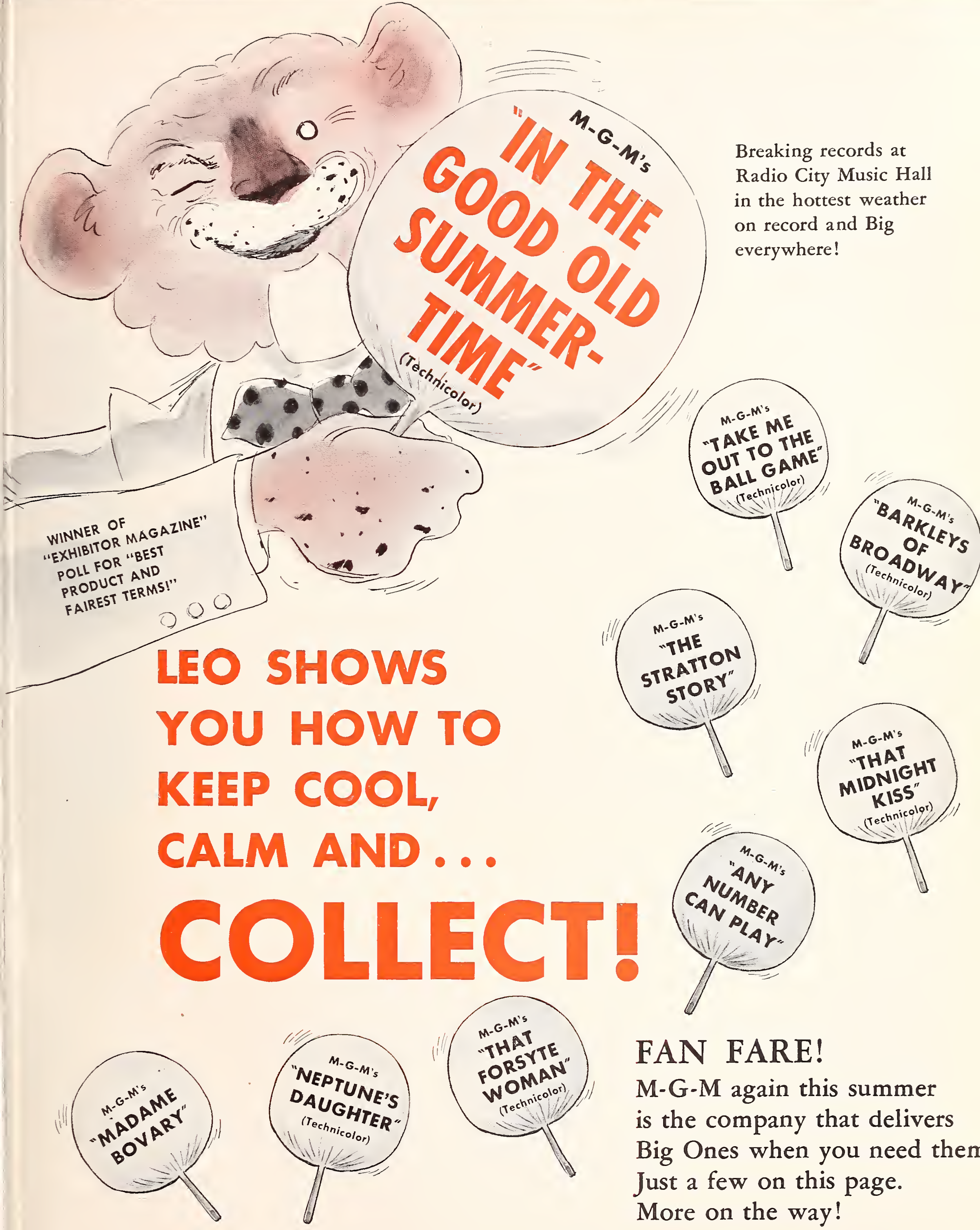
M-G-M's
"IN THE GOOD OLD SUMMER-TIME"
(Technicolor)
WINNER OF "EXHIBITOR MAGAZINE" POLL FOR "BEST PRODUCT AND FAIREST TERMS!"
M-G-M's "TAKE ME OUT TO THE BALL GAME" (Technicolor)
M-G-M's "BARKLEYS OF BROADWAY" (Technicolor)
M-G-M's "THE STRATTON STORY"
M-G-M's "THAT MIDNIGHT KISS" (Technicolor)
M-G-M's "ANY NUMBER CAN PLAY"
M-G-M's "MADAME BOVARY"
M-G-M's "NEPTUNE'S DAUGHTER" (Technicolor)
M-G-M's "THAT FORSYTE WOMAN" (Technicolor)

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LEO SHOWS YOU HOW TO KEEP COOL, CALM AND . . .

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FAN FARE!

M-G-M again this summer is the company that delivers Big Ones when you need then
Just a few on this page.
More on the way!

Hot Tip!

THE GREATEST PICTURE SINCE SOUND IS M-G-M's "BATTLEGROUND"

UK Producers Cut

(Continued from page 1)

PICTURE DAILY reported from London yesterday that U. S. firms already have plans to produce 12 films in England as one way to use presently frozen sterling.

St. John said the decision to reduce the Rank production line-up to 25, or possibly 24, was made in part because England does not have the "creative talent" required for a more ambitious schedule.

American-born and with a son attending college in Los Angeles, St. John arrived here on Monday on the *S.S. Mauretania* primarily to screen seven of his productions for executives of Eagle-Lion and Universal-International, which will distribute. He also intends to study marketing conditions during his three-week stay in New York and on the Coast. He will leave for Hollywood on Saturday to confer with U-I studio heads on that company's recently-announced joint production plans with Rank in England.

The seven films follow: "Gay Lady" (in color), "The Perfect Woman," "Obsession" and "Give Us This Day," all to go through Eagle-Lion; "Madness of the Heart" and "Adam and Evelyne," for Universal, and "Chiltern Hundreds," as yet unassigned.

Wolff's Resignation Reported

Earl St. John said here yesterday it is his understanding that John Wolff has resigned as joint managing director of General Film Distributors, Ltd., London. Wolff was in charge of the Western Hemisphere for General Film.

Oppose FCC on Video

(Continued from page 1)

procedures committee, to draw up objections to the legality of adopting the table as a rule inasmuch as it conflicts with section 307B of the Federal Communications Act providing that frequencies must be assigned according to the demand therefore. According to legal interpretations, this "demand" is to be determined by applications and the association will maintain that if these legal rulings are to be observed, applications must be the determining factor for TV channels rather than the table itself, as proposed by the Commission last month, according to the TBA.

SPG-SOPEG Strike

(Continued from page 1)

the SPG that he is calling a conciliation session between the union and the companies prior to the strike-strategy committee meeting.

SPG claims a membership of some 300, SOPEG a membership of 2,500.

Review

"Roseanna McCoy"

(Goldwyn-RKO Radio) *Hollywood, Aug.* 16

SO many hillbilly tunes and cartoons have made merry with the historic Hatfield-McCoy feud that the gifted Samuel Goldwyn's decision to treat this famous incident in American folklore as dramatically and as seriously as it doubtless was, represents considerable courage.

His cast—Farley Granger, Raymond Massey, Charles Bickford, Aline MacMahon, Richard Basehart, Marshall Thompson and newcomer Joan Evans, to name the principals—is gilt-edged and a strong assemblage by any approach. Moreover, all of them put their best histrionic foot forward and keep it there. So, too, director Irving Reis does his best by the story which, nevertheless, conveys the impression it is somewhat dated although many will find it interesting. A decided asset is Lee Garmes' faultless photography of magnificent mountain background. Exhibitors who hinge their exploitation to the square-dance sequence early in the picture, as the Goldwyn organization is doing with road companies on tour for that purpose, will be hitching to a natural and may be expected to benefit accordingly.

The screenplay, by John Collier, from a book by Alberta Hannum, opens at the point when the Hatfield-McCoy feud has been dormant for years. Following a chance meeting at a country fair between Granger, as Hatfield's son, and Miss Evans (Roseanna McCoy), the former abducts the momentarily reluctant girl and takes her to the Hatfield home intending to marry her.

Bickford, as Hatfield, forbids the marriage but tells his son to keep the girl around as it will bring the McCoys in pursuit and provide a reason for renewing the old grudge. It does. The girl returns home in an attempt to persuade her father, Massey, to approve the marriage and succeeds, but fighting breaks out meanwhile and the clans come together in assembled strength to shoot it out. Many perish before the boy and girl end it by riding away to find a minister to perform the ceremony.

Running time, 100 minutes. General audience classification. For September release.

WILLIAM R. WEAVER

Showmanship Need

(Continued from page 1)

evident fact that the American motion picture-going public is anxious to see good movies."

Therefore, he added, "it is the job of every theatre owner in America to appeal to that desire by the most logical exploitation designed specifically for his territory."

Each showman, declared Fabian, puts his own stamp of individuality on the merchandising of pictures in his theatres. "They cannot be sold like a bunch of bananas on a stick," the circuit head said. "Each picture should be carefully scrutinized—its box-office angles, its feminine appeal, its action appeal, its every element should be carefully weighed and given its proper emphasis in the scheme of exhibition."

The Fabian anniversary drive will continue through August.

Albany Newspaper Hails Fabian 35th Anniversary

ALBANY, N. Y., Aug. 16.—A 16-page supplement in today's *Albany Times-Union* features Fabian Theatres' 35th anniversary, with stories on Fabian history, personnel and theatres; greetings from the Mayor and Chamber of Commerce; and an editorial on the circuit's war and community service record.

"SPECIAL AGENT K-7"
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723 Seventh Avenue New York 19

Columbia Sales Meet

(Continued from page 1)

screening of "Jolson Sings Again," following which discussions will be held between the delegates and executives present and a national sales and distribution policy will be set for Technicolor production.

Those attending will also view five other productions scheduled by Columbia for this year. They are: "All the King's Men," featuring Broderick Crawford, John Ireland, Joanne Dru and John Derek; "Tell It to the Judge," starring Rosalind Russell and Robert Cummings; "Tokyo Joe," starring Humphrey Bogart and co-starring Alexander Knox, Florence Marly and Sessue Hayakawa; "The Blank Wall," Walter Wanger production starring James Mason and Joan Bennett, and "Miss Grant Takes Richmond," starring Lucille Ball and William Holden.

Announcement will be made at the meeting of the pictures which Columbia plans to release between Sept., 1949, and Sept., 1950. All films are either completed and awaiting release, in production or are preparing for production.

Kodak Profits Off

(Continued from page 1)

president, issued the report to Kodak's 55,000 shareholders. Hargrave said sales of Kodak still and motion picture cameras, projectors, lenses, and accessories fell off sharply, and professional motion picture film sales were off considerably.

Newsreel Strike in Britain Continues

LONDON, Aug. 16.—Efforts to resolve the strike at Pathe News proved abortive today through refusal of the British Newsreel Association to withdraw dismissal notices preliminary to settlement negotiations. Newsreel management has reported the dispute formally to the Labor Ministry with a request for appointment of an independent arbitrator.

RKO Escrow Offer

(Continued from page 1)

receive. All principals continue to observe a silence deep to the point of mystery. In the face of this official and unofficial attitude, the best accredited impression is that Floyd B. Odlum, for Atlas, will not offer a matching bid but seeks to satisfy himself that the Meyer-Fox-Work offer is bona fide. It is believed Hughes has set up no objection to this.

The strong probability, moreover, is that extension of the escrow arrangement was undertaken by the Meyer-Fox-Work syndicate at Hughes' request so that the Atlas group might complete its examination without hurrying.

Schenck Expansion

(Continued from page 1)

The report that he again is moving toward acquiring more theatre properties would suggest that the path, legal-wise, has been cleared.

The report is that actual appraisal of Golden Gate and T. and D. is being made in Schenck's behalf by Walter W. True who has been active for years in securing theatre real estate loans in his post with Equitable Life Insurance Co. here.

Meanwhile, United Artists Theatre Circuit, which is headed by Schenck, and Fox West Coast, headed by Charles Skouras, have set Sept. 24 for dissolution of their partnership operation of United West Coast Theatres. United Artists will emerge with 14 of the circuit's 60 houses with FWC taking the balance.

To Push for Tax Cut

(Continued from page 1)

legislative committee when it meets in national convention in Los Angeles on Sept. 12-15.

A. Julian Brylawski of Washington, who heads the national TOA legislative committee, said yesterday that plans will be mapped to continue the campaign against the excise tax.

He pointed out that the original purpose of the 20 per cent war-time tax was to reduce civilian demand in time of war, "but there is no reason why it should now serve to reduce demand and employment," said a TOA statement issued here.

The TOA legislative committee will also report on the Federal Wage and Hour Law and on unauthorized attendance of civilians at military post theatres.

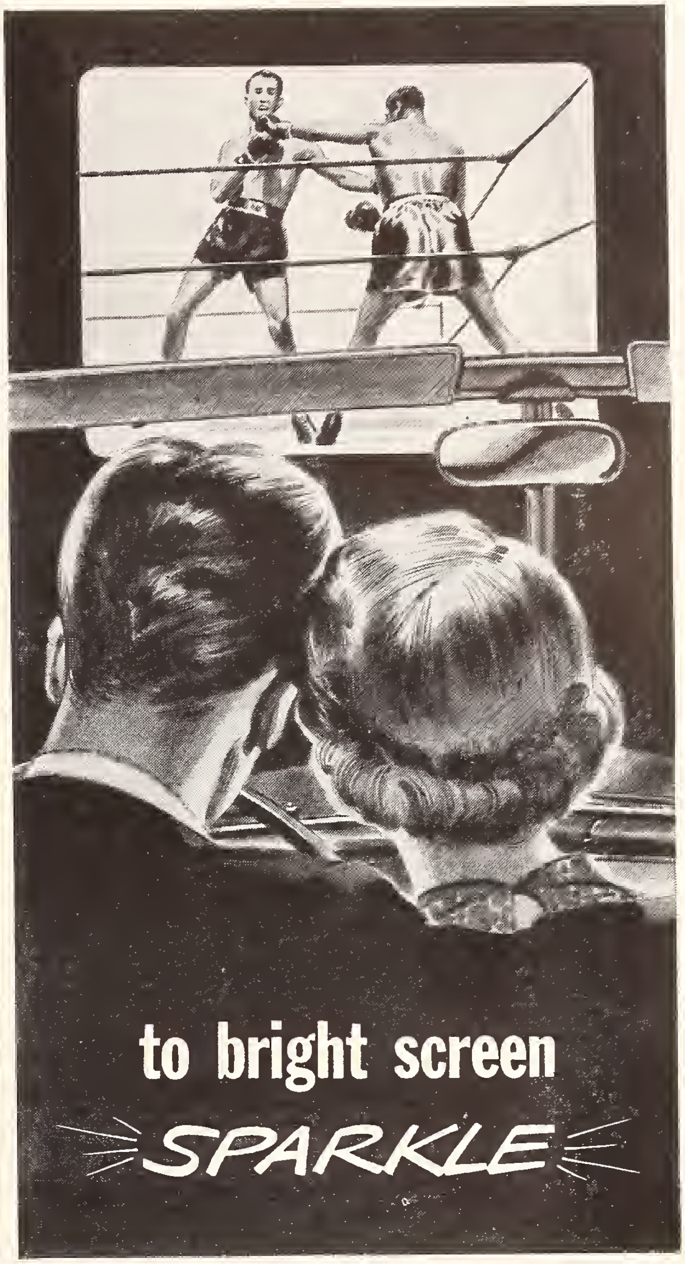
'P. R.' Meet Agenda

(Continued from page 1)

tion of the agenda: Formulate a plan for a continuous fight for reduction of the excise tax; formulate a plan for "organized action" on legislative matters; devise an over-all public relations program designed to stimulate the box-office, foster good relations within the industry and with the public in general and special groups, including religious, civic, etc.; provide machinery for dissemination of information.

Brecher contended that a "good press is mandatory if the entire purpose of the metings is not to be defeated, and that the only way this can be achieved and a beginning made is by having on the agenda for the first series of meetings matters which are congenial to all the interests represented.

Change dim screen
SQUINT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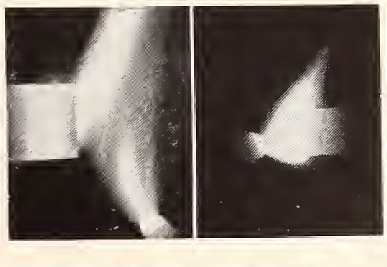

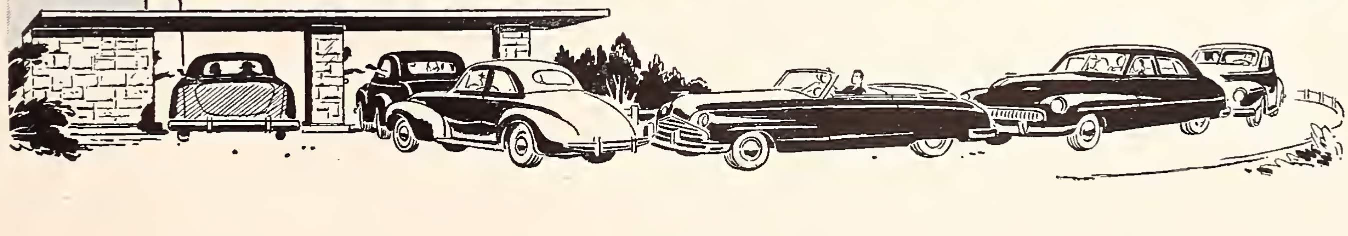

"Nicholas M. Schenck said: 'There's nothing wrong with our business that a great picture won't cure.' "JOLSON SINGS AGAIN should prove the wisdom of that statement."

—Joseph R. Vogel
Vice-President, Loew's, Inc.

Jolson Sings Again has its World Premiere today at Loew's State Theatre, New York City.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 34 NEW YORK, U.S.A., THURSDAY, AUGUST 18, 1949 TEN CENTS

NEFC Charter States Powers, Limitations

May Acquire a Film to Protect Its Investment

National Exhibitors Film Corp. has reserved the right to acquire a motion picture, to complete an unfinished production, and to assign a distributor for any such film wherever it is deemed necessary to protect its production investment, the new financing company sets forth in its certificate of incorporation filed in Dover, Del., this week.

The certificate specifically enjoins NEFC from any voice in licensing product to exhibitors, from committing any producer or distributor to license films in which the company has invested to any particular theatre, and from committing its stockholders to exhibit any picture.

NEFC has authorized 100,000 shares of stock, all of one class and without

(*Continued on page 6*)

AFM Studio Pact Extended Two Years

The American Federation of Musicians and major Hollywood studios have agreed to a two-year extension of the terms of the current contract covering studio musicians. The present pact was to have expired on Aug. 31.

Under the continuing agreement, a musician working in a major studio is guaranteed annual minimum wages of $6,916, based on 520 hours employment. Scales are $39.90 for a three-hour period, and $79.80 for six hours. Orchestra leaders receive double those wages. For the year ended last April 30 the entire American film industry

(*Continued on page 6*)

Pass Bill to End High Salaries List

WASHINGTON, Aug. 17.—Legislation to rule out publication of salaries of persons earning over $75,000 annually went to the White House yesterday for signature after passage Tuesday night by the House with the support of the Collector of Internal Revenue.

The requirement has been a headache to the Internal Revenue Bureau and has been embarrassing to the film industry because earnings of top executives and stars are always the occasion for headlines through the nation.

Briefs Due Sept. 15 On French Split-up

Attorneys for film companies engaged in arbitration proceedings over the division of American earnings in France have been instructed to file briefs with arbitrator Will H. Hays by Sept. 15.

The hearings here before Hays terminated yesterday, exactly one year to the day after top New York executives of eight majors involved accepted responsibility for resolving the dispute amicably. On the advice of Motion Picture Association of America president Eric A. Johnston they agreed to be governed by the advice of Hays with respect to the division of $1,572,138, which is part of the sum which France has agreed to pay

(*Continued on page 6*)

Loew's Extends Own Distribution Abroad

Indonesia is the second Motion Picture Export Association territory in which M-G-M will take over its own sales and distribution. Plans for Germany were announced last month by Arthur M. Loew, president of Loew's International, with the starting date for distribution there also set for Jan. 1.

Eddie F. O'Connor, Loew's International's regional director for the Far East, is now in Batavia supervising the establishment of the new organization. Sam Burger, sales manager, will visit Indonesia this fall to direct the organization of sales, booking and publicity campaigns. Winston Deitz, formerly manager for M-G-M in Hong Kong, has been appointed acting manager of Indonesia.

Schenck Contract to Run Five More Years

In a one-sentence statement, Loew's, Inc. yesterday stated the company has exercised its option "to extend the existing employment contract with Nicholas M. Schenck, president, until Dec. 31, 1954."

Sees Bright Outlook In Latin Countries

Government officials in Latin American countries "seem more willing to see the U. S. side these days," and, as a result, they probably will not impose more financial restrictions, but rather, may even ease some of them, it was stated here yesterday by Mike Havas, Latin American RKO Radio supervisor. He is here from Buenos Aires to confer at the home office.

"In Argentina, we expect to receive any day new import permits," Havas said. "Officials realize that American pictures are needed by their people, and that it is necessary to keep us in business. The problem there has simply been a lack of dollars."

American pictures are keeping their lead, he averred. Italian and French pictures have a steady following in large cities, and British pictures "get their share of playing time, but certainly don't take any from us." Mexican pictures are popular in Northern Latin America, Argentine pictures in the South. American pictures appear to be grossing about 20 per cent more this year than last.

Increased Intermissions To 'Hypo' Candy Sales

Jolson Film Topples 28-Year State Record

"New Broadway box-office history" was claimed here yesterday by Loew's when Columbia's "Jolson Sings Again" opened at Loew's State "to the greatest opening attendance" in that theatre's 28 years of operation.

With Jolson in the cashier's cage to sell the first tickets for the film's world premiere, admissions were soon running 2,000 ahead of the previous record, heading for what was expected to be a $12,000 gross for the day.

CHICAGO, Aug. 17.—A mounting increase in the number of film theatres using intermission periods as a regular policy is reported by Filmack Trailers. The purpose is to further increase income from theatre concessions.

Irving Mack, Filmack president, says theatre intermissions in small as well as large deluxe theatres are now spreading to all sections of the country.

It is expected that if the trend continues, it will be only a matter of months until intermission periods are an established policy nationally.

Theatre operators now using intermissions claim that they have aided confection sales tremendously. Intermissions vary from two- to five-minute periods.

Says Building Codes Inimical To Theatres

Sullivan Hits 'Pressure Groups' Before Seminar

CHICAGO, Aug. 17. — Theatre Owners of America executive director Gael Sullivan today warned in an address before a forum of the American Institute of Real Estate Appraisers at Northwestern University that the sharp acceleration in building codes will result in the eventual closing down of some theatres.

"We want to build for the future with confidence that our investment will not be impaired at the whim of some pressure group adopting an unreasonable code," Sullivan declared.

In the case of the newly-adopted New York State building code, he pointed out, a separate act has been written to cover existing theatres,

(*Continued on page 6*)

'P. R.' Meet Open To 'IA' Attendance

By virtue of its representation on the Motion Picture Industry Council, the IATSE is welcome to participate in the Aug. 30-31 all-industry public relations conference to be held at the Drake Hotel, Chicago, a spokesman here for the Motion Picture Association of America indicated yesterday.

The spokesman said, however, that he did not know whether a delegate or delegates from the IATSE's New York headquarters would attend. Nevertheless, he did point out that "IA" Coast representative Roy Brewer would be on hand in his capacity

(*Continued on page 6*)

Mono. Boosts Sales, Publicity Activities

HOLLYWOOD, Aug. 17.—Allied Artists and Monogram are establishing a new publicity and exploitation office, effective Aug. 22, at the Chicago exchange of the companies, with Ed Lurie in charge and to be operated under the supervision of Louis S. Lifton, national advertising-publicity head. Lurie, who has been with Monogram for 10 years, will give service to exhibitors in territories served by exchanges in Chicago, Indianapolis,

(*Continued on page 6*)

Personal Mention

NED E. DEPINET, RKO president and chairman of the Motion Picture Association's community relations committee, will be accompanied by Leon J. Bamberger, RKO Radio sales promotion manager, when he attends the all-industry public relations meeting at Chicago on Aug. 30-31.

◆

Arthur Groom, manager of Loew's State Victory Theatre, Evansville, Ind., will return to Memphis, his former residence, as manager of Loew's State Theatre there, succeeding William Kemp, resigned.

◆

Jerry Pickman, assistant director of Paramount's advertising-publicity, and Sid Mesibov, exploitation manager, will return to New York today from Bridgeport.

◆

Walter Murphy, manager of the Capitol Theatre, New London, Conn., is a patient in the Lawrence Memorial Hospital there.

◆

Jack O'Connell, assistant manager of the Roger Sherman Theatre, New Haven, and Mrs. O'Connell are the parents of a baby girl.

◆

Syd Gross, Film Classics advertising-publicity chief, is in Chicago from New York, while his assistant, Steve Strassberg, is in Miami.

◆

Mary Pickford has arrived in New York from the Coast to join her husband, Buddy Rogers, who is appearing on television here.

◆

Tucker Scott, formerly with the Compton Agency here, has joined Batten, Barton, Durstine and Osborn, Inc., as a television time buyer.

◆

Jeff Livingston, Universal-International publicity representative, is in Washington from New York.

◆

Lester Dowdell, United Artists office manager at Cleveland, is convalescing from an operation.

◆

Edgar Van Blohm, manager of the Paris Theatre, New York, will leave Hollywood Monday for New York.

◆

Charles Chaplin is in New York from Hollywood, en route to Mexico City.

◆

Luis Medina, assistant manager of Latino Films, Havana, Cuba, has arrived here for a short stay.

◆

Gradwell L. Sears, United Artists president, is on a limited working schedule for a few weeks.

Promote Kodak's Vaughn

Rochester, N. Y., Aug. 17.—Election of William S. Vaughn as an assistant vice-president of Eastman Kodak was announced here by Thomas J. Hargrave, company president. Vaughn, elected by the directors at their meeting today, has been with the company for more than 20 years.

Denies Injunction in Fried Theatre Suit

Philadelphia, Aug. 17. — Judge George A. Welsh of the United States Third District Court denied a mandatory preliminary injunction against eight major film producing and distributing companies sought by Fried Theatre Management Corp. to supply it with key run pictures in its new City Line Theatre which will open Aug. 24.

Judge Welsh based his decision on precedents which hold that a preliminary injunction's purpose is to preserve the status which preceded the controversy until a hearing. Welsh ruled that an injunction would create an entirely new status for the theatre.

U. S. Report Lists 75 Television Stations

Washington, Aug. 17.—As of July, 75 television stations were in commercial operation in 43 areas with a total population of 57,700,000, according to a U. S. Commerce Department report issued here.

The report gave video a boost as a "sales medium" and predicted that advertising through television will help move a greater volume of goods than ever before.

Permits for 42 additional stations have been granted, with 16 expected to be completed by the end of the year.

French to Extend 'Vaude'

Minneapolis, Aug. 17.—Prompted by the terrific $41,000 gross scored by the Frankie Carle-Mills Brothers bill recently at Radio City here, Minnesota Amusement president Harry French has set a stage show headed by Bob Crosby for the theatre for Aug. 26 and is angling for an Edgar Bergen group for September. The Crosby show will include the Three Stooges, Penny Edwards and Ted Weems orchestra; while Bergen would have the Ray Noble orchestra and some Hollywood talent, in addition, of course, to Charlie McCarthy.

Loans Reach $3-Millions

Mexico City, Aug. 17.—The Mexican trade received better than $3,000,000 in financing this year up to July 31 from the two banks that specialize in financing it. The trade's own bank, the Banco Nacional Cinematografico, made loans, credits and discounts totaling $3,115,879, and the Banco de la Industria Filmica, a private bank, granted loans and discounts of $78,638.

Buys Dallas Franchise

Hollywood, Aug. 17.—Robert L. Lippert, Screen Guild-Lippert Prod. president, announced today the purchase of the Screen Guild franchise in Dallas, Texas, from John L. Franconi. Herman Beiersdorf will manage the exchange operations.

Dedicate Rivoli Marquee

Marie Wilson, in New York for the premiere of "My Friend Irma," will officially dedicate the Rivoli's new marquee, erected at a cost of more than $40,000, at a ceremony today at five P. M.

Filming Spurts on Coast as 12 Start

Hollywood, Aug. 17.—The production index took a leap upward with 12 pictures going into production and six finishing, for a total of 35 in work.

Starting were: "The Traveling Saleswoman", "Beyond the Purple Hills" and "Stranglehold", Columbia; "Forbidden Jungle" (J. Schwarz Productions), and "The Big Hangover", M-G-M; "Riders of the Dusk", Monogram; "Eagle and the Hawk", Paramount; "Tarzan and the Slave Girl" and "Daybreak", RKO-Radio; "Johnny One-Eye", UA; "Ma and Pa Kettle Go to Town", U-I; "The Daughter of Rosie O'Grady", Warner Brothers.

Completed were: "Cargo to Capetown", Columbia; "There's a Girl in My Heart", Monogram; "Ranger of Cherokee Strip", Republic; "Front and Center", 20th-Fox; "Beyond the Forest" and "Perfect Strangers", Warner Borthers.

Disney, Weiss, Engel Due from U. K. Today

A number of industry personages will be aboard the *S. S. Queen Elizabeth* when the liner arrives here this afternoon from England. Walt Disney and Mrs. Disney are due on the ship, and so are Barry Greenberg, Far Eastern executive of M-G-M, and Mrs. Greenberg; William Weiss, Terrytoons producer, and Mrs. Weiss; 20th Century-Fox producer Sam Engel and Mrs. Engel; film actor Clifton Webb and his mother; actress Margaret Wycherly; Frank Folsom, president of RCA, and Mrs. Folsom, and Meade Brunet, president of RCA International, and Mrs. Brunet.

Warner Club to Golf

The Warner Club's annual golf tournament will be held at the Westchester Country Club on Friday, Sept. 16. The Albert Warner Trophy will again be awarded to the winner of the low gross score. Members of the arrangements committee include Bernard Rosenzweig, Joe Goldstein, Harold Rodner, Karl MacDonald, Lou Kaufman, Abe Kronenberg, Tom O'Sullivan, Nat Fellman, Gerry Keyser and Leonard Palumbo.

To Aid Charity Drives

Hollywood, Aug. 17.—Hollywood Coordinating Committee today approved star appearances on four national networks' radio programs promoting Community Chest campaigns nationally. The first program is on Sept. 30 on all networks with CBS, Mutual and NBC following with separate programs thereafter.

New Mexican Film Firm

Mexico City, Aug. 17.—A production company is being organized here by Jose Luis Bueno, producer, and Oscar Pani, capitalist.

Vote for Sunday Shows

Louisville, Ga., Aug. 17.—Voters here have approved Sunday film showings by a vote of 167 to 67.

Seeks Webb Report On British Quota

Washington, Aug. 17.—Rep. Cecil King (D., Calif.), today called upon Undersecretary of State James Webb for a report on the British film quota. Recalling that Webb had written on May 26 that the Department was studying the British reply to its earlier protest, King asked what the studies have resulted in. Webb's office was not ready with a reply.

'Roseanna' Premiere Ushers in 230 Dates

Cincinnati, Aug. 17.—First-runs totaling more than 230 in Ohio, West Virginia, Kentucky and Indiana will follow tomorrow's world premiere of Samuel Goldwyn's "Roseanna McCoy" at the Albee here.

Said to cover the largest number of theatres which RKO Radio has ever had in this territory, the area campaign has been carried out under the direction of Terry Turner, national exploitation director, and includes extensive radio, television and newspaper coverage. Other promotions include personal appearances by Joan Evans and Farley Granger, stars of the film, and a tour throughout the territory by the "Roseanna McCoy Square Dancers."

M-G-M Drive Progresses

Within the past week, 11 more salesmen have come through M-G-M's "Silver Anniversary" celebration with complete liquidation of playdates for all theatres in their respective areas, making a total of 56. The number of salesmen in the "anniversary dates obtained" has dropped from 38 to 28, the difference being shifted to the "dates liquidated" column.

Beery Left $2,000,000

Los Angeles, Aug. 17.—The estate of Wallace Beery will total more than $2,000,000, of which $763,360 was in cash and more than $600,000 in government bonds. An accounting is being made by Superior Court here to determine inheritance taxes.

'Heiress' Portfolio

A leatherbound sales presentation in behalf of Paramount's "The Heiress," conceived by ad-publicity chief Max E. Youngstein and said to be the first of its kind utilized by film sales personnel, will be available for Paramount salesmen in all divisions.

'Joe' Has 150 Texas Dates

Dallas, Aug. 17.—RKO Radio's "Mighty Joe Young" opens here at the Majestic next Wednesday, with 150 Texas theatres already booked to show the film.

Bans 'Boundaries'

Atlanta, Aug. 17.—Film Classics' "Lost Boundaries" has been banned here by Christine Smith, city censor. An appeal has been made by the FC branch.

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THIS IS GOING TO HIT HARDER THAN CAGNEY EVER HIT BEFORE!

'CEILING ZERO'
'PUBLIC ENEMY'
'YANKEE DOODLE DANDY'
'ANGELS WITH DIRTY FACES'
'DOORWAY TO HELL'
'FIGHTING 69TH'
'ROARING TWENTIES'
'G-MEN'

WHITE HEAT

IS RED-HOT AND READY NOW AT WARNER BROS!

Geared to go-and go-and go!

she's the Lady Friend ....

O-STARRING
VIRGINIA MAYO
with
EDMOND O'BRIEN
FRED CLARK
DIRECTED BY
RAOUL WALSH
PRODUCED BY
LOUIS F. EDELMAN

Screen Play by Ivan Goff and Ben Roberts Suggested by a Story by Virginia Kellogg • Music by Max Steiner

***Reminder:** The Veterans' One-Reeler, "How Much Do You Owe?"*

TRADE SHOW AUGUST 24

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 1:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 2:00 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

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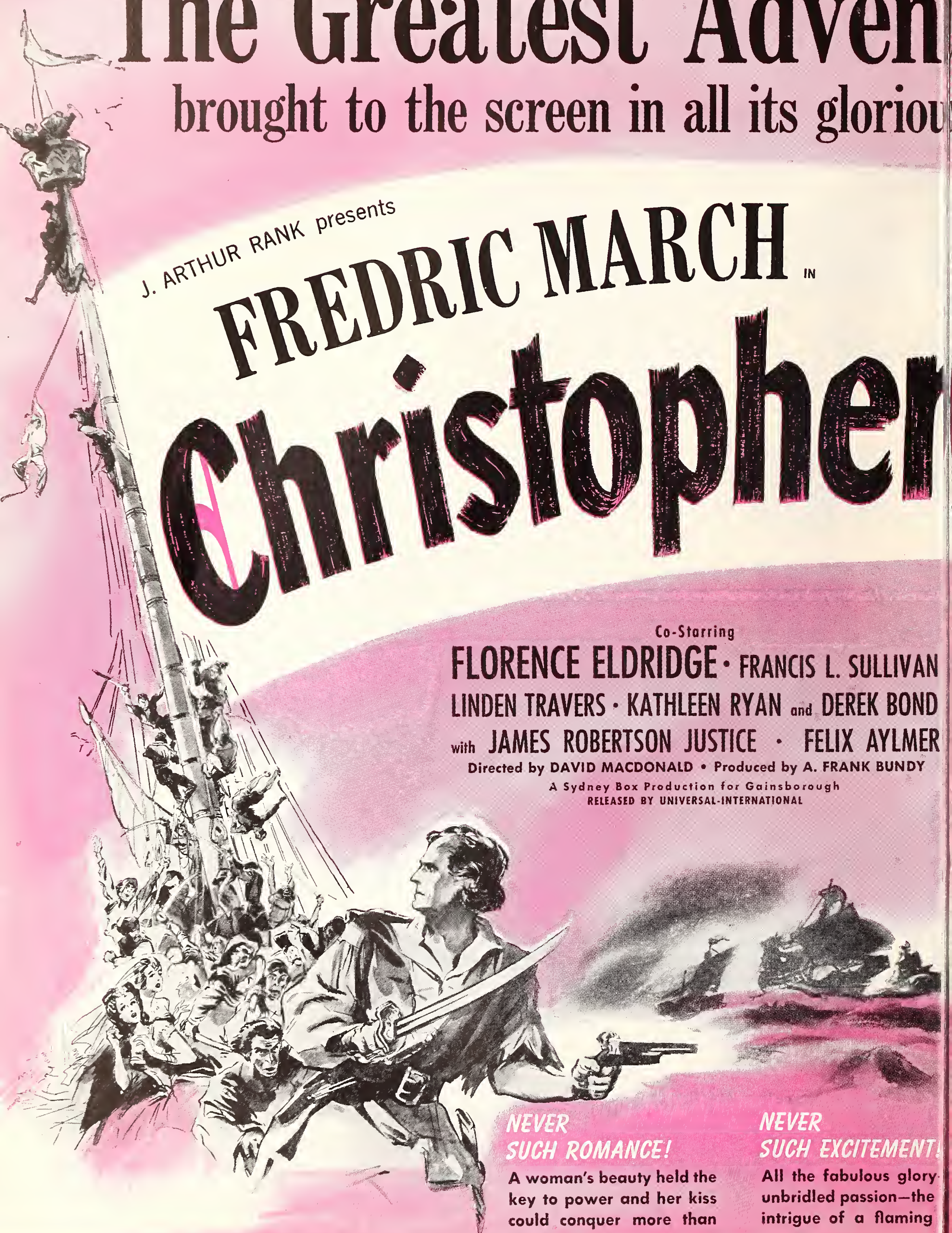

Co-Starring

FLORENCE ELDRIDGE · FRANCIS L. SULLIVAN
LINDEN TRAVERS · KATHLEEN RYAN and DEREK BOND
with JAMES ROBERTSON JUSTICE · FELIX AYLMER

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Now more than ever the showman's buy is...

U-I
THE INDUSTRY'S SHOWMANSHIP LEADER

NEFC Charter

(*Continued from page 1*)

nominal or par value. The company's organizational announcement of June 27 disclosed that capitalization would be $10,000,000, with no one individual's investment to exceed $100,000. This may be increased to $250,000.

The company's next step will be to file with the Securities and Exchange Commission, this to be followed by a meeting of stockholders to elect a board, which in turn will name officers. The certificate of organization permits NEFC stockholders and directors to hold their meetings outside Delaware as may be designated by the by-laws or by resolutions. S. H. Fabian is president.

French Split-up

(*Continued from page 1*)

the American industry under the latest Franco-American film pact.

The issue among the eight companies arose from an alleged agreement in New York on their part to use gross billings in France during the period ending June 30, 1947, as the basis for the division of dollar remittances and the insistence of the French government that payments be made to the companies in proportion to cash on hand as of that date.

The matter has been dormant as a result of the failure of the French to send dollar remittances under the Blum-Byrnes Accord. However, remittances have been received under the terms of the new agreement, hence the necessity for final decision of the issue in dispute.

Companies involved are: Paramount, United Artists, 20th-Fox, Warners, Loew's, Columbia, Universal and RKO Radio.

'P. R.' Meet Open

(*Continued from page 1*)

of co-chairman of the MPIC, and that it is likely that Brewer would report on conference business to "IA" international president Richard F. Walsh.

IATSE headquarters, asked yesterday if plans had been made to send a representative to the meeting, said a decision is awaiting the arrival here of Walsh, who had tentative plans to visit Toronto for an AFL "Labor's League for Political Education" meeting there en route to New York from Hollywood.

MPAA's spokesman reported yesterday that the total number of individuals who will attend the public relations parley will be between 75 and 100, representing some 10 or 12 industry groups and organizations.

Mono. Expands

(*Continued from page 1*)

Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City, St. Louis, Denver and Salt Lake City.

Harold Wirthwein, Western sales manager for Allied Artists and Monogram, has made three additions to the companies' expanding sales force.

George Taif, formerly with Paramount in Milwaukee and Kansas City, joins the Monogram St. Louis exchange as salesman. Jack Riddle, former salesman with Warner Brothers in Des Moines, checks in at the Monogram Denver exchange, and Bob Carnie, with Paramount for 30 years, joins the company's Kansas City exchange as salesman.

Reviews

"Black Magic"

(Edward Small-United Artists)

ALEXANDRE DUMAS, that spinner of tall stories, and his "Memoirs of a Physician," provide the narrative base for "Black Magic." Once again, the background is the court of France during the reign of Louis XVI and Marie Antoinette with Madame Du Barry on the sidelines brewing plots. But the central character in this venture into wild-eyed adventure is the legendary Cagliostro who runs hypnoses up the line and—almost, but not quite—into the throne room at Versailles.

A lot of people will have a good time watching "Black Magic" unfold its melodramatic and highly theatrical tale, for this Gregory Ratoff produced-and-directed film dovetails very neatly into a very substantial viewpoint of what motion pictures are all about: to provide escape from work-a-day cares and problems. The only problems in sight here evidently were to turn out a film that will prove entertaining no matter how far-fetched.

"Black Magic" qualifies on both counts. It tells the story of a gypsy lad who sees his parents hanged before his eyes and vows vengeance against the ruling classes. When he begins to understand he has hypnotic powers, the boy now grown to be Orson Welles, is on his way. He takes gullible Europe by storm, enters a plot to discredit Marie Antoinette in connivance with unscrupulous Madame Du Barry (Margot Grahame) and equally as unscrupulous De Montagne, crown minister (Stephen Bekassy).

Part of the involved plot concerns Welles' inflamed passion for Nancy Guild who is the spittin' image of Antoinette and an involuntary culprit in contemplated crime while under the spell of Welles' black magic eyes. It clears up after incident crosses with much other incident, such as Welles' final collapse under a counter-hynotic onslaught, and his death at sword's point. Royalty's reputation remains untarnished and Miss Guild finally is joined with Frank Latimore, her true lover.

This is a splashy show. It has sweep, interesting Old World backgrounds—the film was produced in Italy—and hordes of extras. It also can never be accused of subtlety whether in direction or performances. Welles fits his charlatan role which he plays with much gusto and posings. But the whole affair is developed on a large, and presumably expensive, canvas and there's a good deal of it.

Charles Bennett wrote the screenplay and Richard Schayer additional scenes and dialogue. Dario Sabatello was associate producer.

Running time, 105 minutes. General audience classification. Release date, Aug. 19.

RED KANN

"Red Light"

(Roy del Ruth Productions-United Artists)

A RELIABLE cast was recruited by producer-director Roy del Ruth for "Red Light," a volatile melodrama concerned principally with the moral regeneration of a trucking line czar (George Raft) who has been determined to avenge the murder of his brother, a priest, by taking the law into his own hands. Frankly declaring itself dedicated to the proposition that "Man proposes, God disposes," this picture takes to rambling unduly to enunciate its point and thereby dissipates the impact of a message that could have been delivered with far greater conviction in succinct and unpretentious terms. Accompanying the loosely-woven story is dialogue of very limited range that defies the elicitation of genuine dramatic feeling by the best efforts of the players, who include Virginia Mayo, Gene Lockhart, Barton MacLane, Raymond Burr and Henry Morgan.

George Callahan's screenplay details the revenge murder of Raft's brother by a killer hired by an erstwhile employee of the Raft trucking firm who had been sent to prison by his boss for misappropriating funds. Protected by an alibi, the man who engineered the murder (Burr) succeeds for awhile in eluding Raft, who, despite police protestations, would frankly avenge the crime with another murder. A hotel Bible, thought to contain an identification of Burr, serves to save Raft from killing when he learns after recovering the Bible—and he has practically to comb the country to recover it—that the message from the slain priest is not the naming of his murderer, but the admonition, "Thou shalt not kill." Suffice it to say that Burr and his accomplice come otherwise to violent ends. Joe Kaufman was associate producer.

(Note: Presumably with a view to conveying "realism," the film makes graphic reference from time to time to the wares of such enterprises as Schlitz Brewing Co., Gideon Bible Society and Ken Murray's "Blackouts."

Running time, 83 minutes. General audience classification. For September release.

CHARLES L. FRANKE

"Make Mine Laughs"

(RKO Radio)

AN entertaining feature, made up of clips from previously released shorts and features, "Make Mine Laughs" should fit nicely in programs of smaller situations. There are plenty of names with marquee value—like Jack Haley, Joan Davis, Dennis Day, Anne Shirley, Leon Errol, Ray Bolger and Frances Langford, on which an exhibitor could capitalize.

There is neither story nor plot, the film being tied together by master-of-ceremonies Gil Lamb who does a spirited job.

"Make Mine Laughs" includes some well-known variety turns like acrobatic and slapstick acts, a complete Leon Errol comedy (dating back quite a bit judging by the cut of the women's dresses), and old-time "flicker" films which are very funny, a typical vaudeville skit with Jack Haley, performing monkeys, Frankie Carle's orchestra, and more.

The picture was produced by George Bilson and directed by Richard Fleischer. Running time, 63 minutes. General audience classification.

Codes Inimical

(*Continued from page 1*)

which are given two years to conform.

He told of the present trend toward less ornate theatres, but doubted if theatres of the future will depart sufficiently from present standards to affect the obsolescence of existing theatres.

"Theatres are as a rule better maintained than the average building because it is the very nature of our business to make the theatre a showplace," Sullivan said.

Lots' Cost Prohibitive

Turning to the subject of parking lots, he said that recent ordinances passed by some cities requiring a lot for each theatre would be practically prohibitive in cost and difficult, if not impossible to maintain. It is less logical for theatres to have parking lots than for department stores, industrial plants, etc., because the maximum attendance for theatres is during the evening, he held. Properly planned facilities, he recommended, should be provided by the municipality.

During the open forum portion of Sullivan's speech, numerous questions on all phases of the industry were fired by the seminar. In a reply to what might be the constricting influence on theatre business as a whole, Sullivan said that excessive taxation (state and municipal), and building code censorship, including parking lot requirements, were the prime factors.

The forum, indicating disapproval with the high salaries paid to actors, as well as film writers and technicians, asked why such a state existed, pointing out that such a condition was the reason of the high cost of films to the exhibitors. Sullivan replied that in all fields of entertainment, including sports, the public paid to see internationally-famous names, who thus commanded such high fees.

Sees Permanent Bidding

Asked whether the permanent enforcement of competitive bidding would be adopted, Sullivan replied in the affirmative. The TOA is strongly in favor of a voluntary arbitration system and would act as the "small independent's court," but in any event, such a system would be "legally binding," he said.

As for television, he said that medium can be the great challenge instead of a threat to the theatres, that special TV trailers would prove a great boon." He concluded, "no other form of entertainment can offer what the film industry can for the average national admission price of 40.2 cents."

AFM Studio Pact

(*Continued from page 1*)

reportedly paid a total of $5,447,416 to AFM musicians, leaders, copyists and arrangers.

Among the majors, M-G-M, 20th Century-Fox and Warners are required to hire standing orchestras of 50 men; Paramount, 45, and Universal-International, Columbia, RKO Radio and Republic, 36 each.

The new agreement at this point was described yesterday as "verbal," with formalization about to be accomplished through "a simple exchange of letters between AFM president James C. Petrillo and the company heads. Those principals had planned tentatively to meet at the Waldorf-Astoria Hotel here on Aug. 22 to open negotiations on a new contract. Before making the date definite, however, they reached a behind-the-scenes agreement.

Announcing

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SEPTEMBER 12-13-14, 1949

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 35 NEW YORK, U. S. A., FRIDAY, AUGUST 19, 1949 TEN CENTS

Skouras Deal On Odeon Still Likely: Koegel

Returning Lawyer Says 'Nothing's Broken Down'

The likelihood remains that 20th Century-Fox will buy into J. Arthur Rank's Canadian Odeon Theatres, it developed yesterday.

Otto E. Koegel, the company's chief counsel, denied flatly reports that negotiations between 20th-Fox president Spyros P. Skouras and Rank have broken down.

Queried on the subject upon his arrival here yesterday from England aboard the *S. S. Queen Elizabeth,* Koegel said:

"Nothing has broken down. We have an *entente cordiale* with Rank that is consistently getting better. Our relations are the best."

Skouras will return to New York today by plane from Paris, following

(*Continued on page 7*)

One Cartoon Feature Yearly for Disney

Reaffirming his confidence in the feature cartoon, Walt Disney disclosed here yesterday upon his arrival from England aboard the *S.S. Queen Elizabeth* that he will produce in Hollywood one cartoon feature a year over the next three-year period. Additionally, he said, his company will continue to turn out 20 to 24 short subject cartoons annually.

The next cartoon feature on Disney's Hollywood schedule is "Cinderella," which will be followed by "Alice in Wonderland" and "Peter Pan," in that order.

Disney said "Treasure Island," the

(*Continued on page 6*)

Rose Will Produce Three-a-Year in UK

Upon arriving in New York yesterday aboard the *S. S. Queen Elizabeth,* producer David Rose revealed that his latest schedule calls for his making three pictures a year in England with a "package" of American talent. The "package" was described by Rose as being the script, star and director, all from the U. S. Warner Brothers, he

(*Continued on page 7*)

20th-Fox's Net Is $5,695,679 For Six Months

Twentieth Century-Fox and all subsidiaries, including National Theatres and Roxy Theatre, Inc., yesterday reported consolidated net earnings after all charges for the 26 weeks ended last June 25, of $5,695,679. After deducting dividends on prior preferred and convertible preferred stocks, net earnings amounted to $1.95 per share on the 2,769,118 shares of common stock outstanding.

Consolidated net earnings after all charges for the comparable 26 weeks of 1948 were $6,894,659, which after deducting preferred dividends amounted to $2.37 a share on the 2,769,097 shares of common stock then outstanding.

The comparative profit and loss statement revealed film rentals and theatre receipts for the 1949 period totaled $84,500,376, compared with $82,660,468 in the similar period of. 1948. Total income from all sources was $90,533,550, compared with $90,216,305 in the same period of the preceding year.

For the second quarter ended last June 25, the consolidated net after all charges was $2,677,943. After deducting dividends on prior preferred and convertible preferred stocks, this

(*Continued on page 7*)

Fox, Bidder for RKO Stock, Is on Coast

HOLLYWOOD, Aug. 18.—Matthew Fox, former Universal executive vice-president and a leading figure in the bid, made by himself, Stanley Meyer and Cliff Work, for Howard Hughes' 24 per cent stock interest in RKO theatres, arrived here from New York today, presumably to take a hand in speeding action on the deal.

Fox was inaccessible, however, as were all principals involved, and did not confirm that his visit was concerned with his offer for RKO stock.

Elect Louis B. Mayer First Vice-President

Election of Louis B. Mayer to the first vice-presidency of Loew's, Inc., was disclosed here yesterday in a joint statement by Mayer and Nicholas M. Schenck, president. Although Mayer has been studio chieftain, he had not been an officer of the company.

Also announced was the actual signing of Mayer's new five-year contract under which "he will continue as director of all M-G-M studio activities as he has been for the past 25 years."

Wehrenberg Estate Valued at $651,200

ST. LOUIS, Aug. 18.—The inventory of the estate of the late Fred Wehrenberg, pioneer St. Louis theatre owner, shows substantial increases in the value of his neighborhood theatres. The inventory filed here yesterday gives the actual present value of the estate as $651,200.

Wehrenberg, who died last May 6, built the first theatre in St. Louis exclusively for motion pictures, a nickelodeon called the Cherokee. The widow, Mrs. Gertrude Wehrenberg, inherited the bulk of the estate, with

(*Continued on page 7*)

New Committee to Promote NY Variety

A new committee of 13 was named here yesterday to launch an extensive campaign to promote the comparatively new Variety Club of New York, particularly in fields outside of the film business.

Committeemen are: David (Skip) Weshner, William R. Ferguson, Noel Meadow, Montague Salmon, William Tell, Al Tamarin, Arthur Jeffrey, Herbert Pickman, Robert Gillham, Max Weinberg, Harry Gardner, James J. Jerauld and Chester Bahn.

Eagle-Lion Nears New Financing Deal; Small May Return to Scene

Eagle-Lion yesterday was reported entering the final stages of negotiations for a multi-million-dollar production loan with private financing interests.

If closed, the on-and-off negotiations with Edward Small to take over the production helm may be revived. Those familiar with Small's position state one of his conditions of acceptance provides that the company have sufficient production funds to carry forward a two-year program.

US Will Press For Earlier Divorce Order

To Seek Harsher Decree Than Previously Asked

The Department of Justice will move for an order against Loew's, Warners and 20th Century-Fox which, if acceptable to the Federal Statutory Court here, reportedly would give the three companies far less time to effect divorcement than had been recommended previously by the Department.

Following the U.S. Supreme Court's opinion in the industry trust suit, the government proposed a decree which would allow the majors a full year, from date of its entry, in which to submit plans for divorcement. That proposal was indorsed by the New York Court in its recent opinion with a few qualifications, deleting, for example, any accompanying restrictions on cross-licensing.

The government feels now that be-

(*Continued on page 7*)

9 TOA Committees To Report at Meeting

A report of their activities and research covering a year will be made by the heads of nine committees before the general convention meeting of the Theatre Owners of America in Los Angeles, Sept. 12-15, it was announced here yesterday by Gael Sullivan, TOA executive director. The chairmen and the committees they will report for include:

Mitchell Wolfson, Miami, television; Myron Blank, Des Moines, 16mm.; A. Julian Brylawski, Washington, national legislation; Morris Loewenstein, Oklahoma City, state and local taxation; Earl Hudson, Detroit, public

(*Continued on page 7*)

Tesma Meet to Hear Rep. Curtis On Tax

CHICAGO, Aug. 18.—The trade show and convention of the Theatre Equipment and Supply Manufacturers' Association at the Stevens Hotel here on Sept. 28 will hear addresses by Rep. Carl T. Curtis, whose subject will be reduction of theatre taxes, in addition to talks by industry figures.

Gael Sullivan, executive director of

(*Continued on page 7*)

Columbia Chiefs to Chicago on Sunday

Columbia home office executives, department heads and top sales personnel will leave New York on Sunday for Chicago to attend the first national Columbia sales convention in several years, to be held at the Ambassador East Hotel, Aug. 22-26.

Heading the contingent will be general sales manager A. Montague, who will preside at all sessions. Those accompanying him will include Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, Maurice Grad, George Joseph, Leo Jaffe, Joseph Freiberg, Seth Raisler, Irving Moross, Vincent Borelli and Sydney Singerman. Also, Nat Cohn, New York division manager; Saul Trauner, New York branch manager, and Harvey Harnick of Columbia of Canada. H. C. Kaufman, manager of exchange operations, and Irving Sherman, his assistant, preceded the group last week.

Meeting the New York group in Chicago will be the other eight division managers and 28 branch managers.

Dunlap Sets Plans For Two in England

London, Aug. 18.—Scott R. Dunlap left here today for the U. S. after completing arrangements for the production of two Allied Artists films to be made in London this fall. The AA producer set plans for production of "The Highwayman" and "The Bishop's Mantle." He will confer with Steve Broidy, president of Allied Artists, when he arrives in New York.

Harold Mirisch, vice-president of Allied Artists and Monogram, left here yesterday for the coast, following a series of conferences with Eastern executives of the company. Steve Broidy, AA president, will remain here for another week.

9,000 M-G-M Dates for Anniversary Picture

M-G-M's home office yesterday reported close to 9,000 bookings on "Some of the Best." The 40-minute featurette on the company's silver anniversary is being distributed gratis to all theatres.

The Central division, under the supervision of John J. Maloney, continues in the lead, with Rudy Berger's Southern territory a close second. The Eastern area under John P. Byrnes holds third place, while the Western section under George A. Hickey continues in fourth, and the Midwest, under Burtus Bishop, Jr., in fifth.

'Samson' Press Tour

Salt Lake City, Aug. 18.—Henry Wilcoxon, "traveling public relations and ambassador" for Cecil B. De Mille's "Samson and Delilah," will begin a series of meetings here on Saturday with representatives of the press, radio, civic groups and others. Bob Quinn, Paramount representative, is handling the arrangements. Wilcoxon is on tour in behalf of the film.

Acquires Cuba Franchise

Rodolfo Gonzales-Vlavillart, treasurer-manager of Ideal Films, Cuba, has signed to distribute Lippert productions which are released here by Screen Guild. Ideal is the Cuban distributor for London Films and Mexican and Argentine films.

Personal Mention

Greer Garson and her husband, Buddy Fogelson; Jack Buchanan and Mrs. Buchanan; and J. H. L. B. Davies, film critic for the *London Daily Graphic*, are among the passengers sailing from here tonight aboard the *S.S. Queen Elizabeth*.

•

M. L. Schwartz, correspondent for Motion Picture Daily at Ottawa, and Mrs. Schwartz are the parents of a son, Mark Lewis, born on Aug. 15 at Jewish General Hospital in that city.

•

James FitzPatrick, producer of "FitzPatrick Traveltalks," is expected to return to M-G-M's Coast studio on Sept. 1 from a filming tour of Great Britain, France and Italy.

•

Henry L. Nathanson, president of M-G-M Films of Canada, and Ted Gould, general sales manager, will arrive here from Toronto next Wednesday.

•

Roland Gillett, screen writer and producer who is supervisor of television for Young and Rubicam, Inc., has been made a vice-president of the agency.

•

C. B. Haarman has purchased the Alton Theatre, Alton, Ia., from Wayne Nebben, who will continue to operate the Tulip Theatre at Orange City, Ia.

•

Abe Goodman of the 20th Century-Fox advertising department, will leave here today for a week's vacation at Asbury Park, N. J.

•

Burtus Bishop, Jr., M-G-M Midwestern sales manager, is in Minneapolis from Chicago and will visit branches in Omaha and Des Moines.

•

William B. Zoellner, M-G-M reprints and short subjects head, will return here from Cleveland over the weekend.

•

Roy Miller, manager of the Lincoln Theatre, Toronto, has been elected president of the Children's Aid Society at St. Catherines, Ontario.

•

Gael Sullivan, Theatre Owners of America executive director, returned here yesterday from Chicago.

•

Herman Platow has been appointed manager of the Crown Theatre, New Haven.

•

Jack Kennedy has sold the Lake Theatre, Lakeview, Ia., to L. Z. Henry.

Joseph H. Seidelman, Universal's foreign distribution vice-president, left here yesterday for the Coast.

•

Mrs. Joseph Hazen, wife of the president of Hal Wallis Productions, and her daughters will leave here for Europe today, where they will join Hazen in Italy.

•

Herbert Ochs, head of the Ochs Drive-in Circuit, Cleveland, became a grandfather for the fifth time when a son, Craig Steven, was born to his son, Jack Ochs.

•

Charles Atamian, assistant manager of the Warner Strand Theatre, Hartford, will be married on Sept. 19 to Janet Chicano, also employed at the theatre.

•

Vincent O'Brien, formerly manager of the Hartford Drive-In Theatre, Newington, Conn., has been appointed manager of the Universal Theatre, Fitchburg, Mass.

•

Carl Harte, formerly with Warners at Charlotte, has been appointed head booker and office manager for that company at Albany, N. Y., succeeding Raymond Powers, resigned.

•

Anthony Tarrell, Astor Pictures comptroller, is the father of his first son and third child, Louis Anthony, born Wednesday at New York Hospital.

•

Russell Hadley, general manager of Paramount Films in India, and Mrs. Hadley will leave here today for England, en route to Bombay.

•

Oscar Morgan, Paramount newsreel and short subject sales manager, will return here today from Washington.

•

Jack Flex, formerly with RKO Theatres at Syracuse, has been appointed manager of the Town Theatre, Baltimore.

•

J. H. McCormick, Columbia sales representative at Atlanta, has resigned to enter business with his father in Montgomery, Ala.

•

Paul MacNamara of Selznick Releasing Organization is here from Hollywood.

•

Edwin Silverman of Essaness Theatres of Chicago has been visiting New York.

•

Frank P. Rosenberg, head of Colony Pictures, arrived here yesterday from Hollywood.

Horizon Seeks Olivier

Hollywood, Aug. 18.—The John Huston-Sam Spiegel company, Horizon Pictures, disclosed that Huston has had preliminary discussions with Sir Laurence Olivier regarding production of a film in England with Sir Laurence as the star. A scenario has been sent to Sir Laurence.

Jolson, Jessel on Stage

Chicago, Aug. 18.—Al Jolson, due here to exploit "Jolson Sings Again," will appear on the stage of the Oriental Theatre with George Jessel Saturday night in what is said to be their first joint public appearance in 25 years. Jessel is currently making a personal appearance at the Oriental.

Newsreel Walkout In UK Now Unlikely

London, Aug. 18.—Pathe News strikers returned to work today thereby lifting the danger of an all-newsreel walkout in Britain. This development followed discussions between William Moffatt, managing director of Associated British Pathe, and George Elvin, general secretary of the Association of Cine Technicians, at which the former agreed to suspend Pathe's redundancy notices for one week while deliberations toward a settlement continue.

Mass. Solons for 65c Minimum Hour Wage

Brookline, Mass., Aug. 18.—A blanket 65-cent per-hour minimum wage for Massachusetts has been recommended by the House Committee on Ways and Means. The report listed no dissenters.

Representatives of the amusement industries, counsel for Associated industries, the Boston Retail Trade Board and other groups opposed the bill when it was heard in June.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
Rope of Sand
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
in Person
TEX BENEKE And His Orchestra
CORINNE CALVET
Extra VIC DAMONE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG
Celeste HOLM
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

RICHARD WIDMARK
LINDA DARNELL
VERONICA LAKE
"SLATTERY'S HURRICANE"
A 20th Century-Fox Picture
On Variety Stage—
SID CAESAR ● EVELYN KNIGHT
On Ice Stage—"CARMEN"
Starring CAROL LYNNE ● ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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$7,500 IN PRIZES!

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20th CENTURY-FOX

ALL-AMERICAN PREMIERE CONTEST

"FATHER WAS A FULLBACK"

starring

FRED MacMURRAY · MAUREEN O'HARA

SEPT. 28 - DEC. 4

GET THAT BALL AND RUN WITH IT!

EVERY THEATRE IS ELIGIBLE, NO MATTER WHAT SIZE OR RUN!

HERE'S ALL YOU HAVE TO DO!

EVERY THEATRE SHOULD PLAY THE ONE-REEL SHORT "HOW MUCH DO YOU OWE?"
MADE BY THE INDUSTRY FOR THE DISABLED AMERICAN VETERANS.

$7,500 IN PRIZES

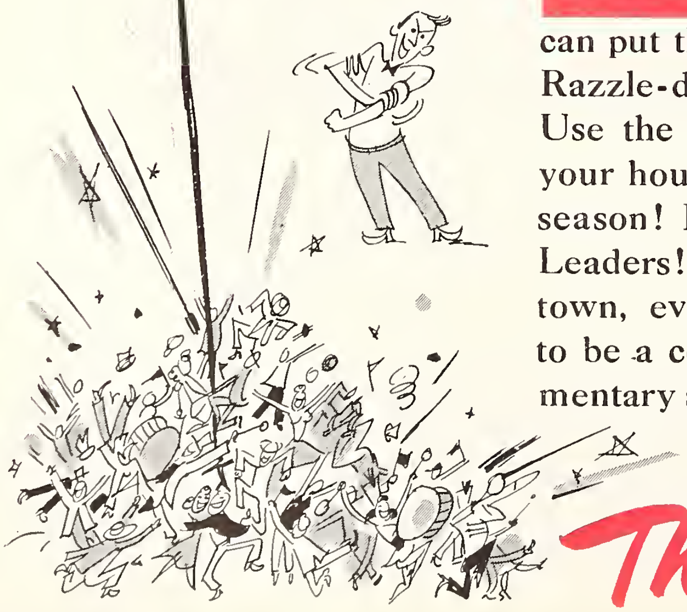
1st PRIZE $500 **2nd PRIZE** $350 **3rd PRIZE** $250 **4th PRIZE** $15

TO THE WINNERS OF THE ALL-AMERICA

"FATHER WAS A FULLBACK

HOW DO I ENTER? Any theatre that plays "FATHER WAS A FULLBACK" between September 28—December 4 automatically qualifies for the All-American Premiere and is eligible for the showmanship prizes.

WHAT DO I DO? Let yourself go! Open up with all of your showmanship ideas. You can put them all to work for this one—and how they'll pay off! Razzle-dazzle your town with your All-American Premiere! Use the special marquee and lobby accessories to glamorize your house. Make your Premiere the high-light of the football season! Local School Bands! Parades! Snake Dance! Cheer Leaders! Town Celebrities! Local Football Heroes! Every town, everywhere, gets the football fever! You don't have to be a college town! Tie up with your local high school, elementary school, sandlot or semi-pro football team! *Yeah team!!!*



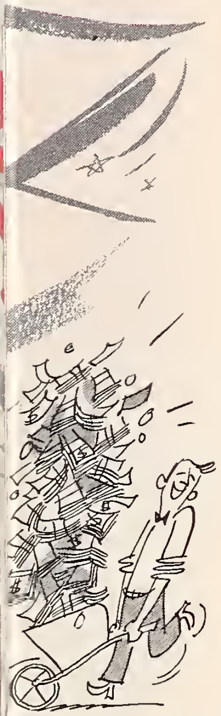
There's No Business

134 WINNERS!

PRIZES $100 · 20 PRIZES $75 · 50 PRIZES $50 · 50 PRIZES $25

REMIERE CONTEST · SEPT. 28th — DEC. 4th

IN THE EVENT OF A TIE, DUPLICATE PRIZES WILL BE AWARDED



HOW DO I DO IT? Build your premiere as a salute to your local football hero... Elect the most beautiful campus queen . . . Feature the coach and the coach's wife . . . If you have two or more local teams, play up the competitive spirit . . . Put the local football schedule on the back of your herald . . . Tie up with your merchants on a "Back the Local Team" promotion campaign! *SHOWMAN, TAKE IT FROM THERE! THE SKY'S THE LIMIT AND A BIG PRIZE IS THE REWARD!*

HOW DO I WIN? Send your campaign to 20th Century-Fox, 444 West 56th St., N. Y. C. The distinguished judges will award the prizes for the best and most productive advertising, exploitation and publicity campaign for the picture. Consideration will of course be given to the nature of the run, class of house, location, business produced, etc. Come one! Come all! And may the best Showman win!

GO AFTER THAT PRIZE! Win a record gross for your theatre—and one of those big prizes for yourself! GET GOING!

WHAT AM I WAITING FOR?

For Full Details and complete rules, get the regular **"FATHER WAS A FULLBACK"** pressbook at your National Screen Exchange.

20th CENTURY-FOX Business!

Count me in!

All-American Premiere Contest
20th Century-Fox,
444 West 56th St., N. Y. 19, N. Y.

Rush contest details to:

NAME ....
THEATRE ....
ADDRESS ....
....

NOTE: *It is not necessary to send in this form to qualify. When you book the picture you are automatically eligible.*

RMA Sets Fall Meet, Fills Group Posts

WASHINGTON, Aug. 18.—Latest developments in radio and television engineering and manufacturing are to be discussed at the annual fall meeting to be held by the Radio Manufacturers Association's engineering department and the Institute of Radio Engineers on Oct. 31-Nov. 2 at Syracuse, N. Y.

Membership for 1949-50 in RMA's service committee, which seeks through educational means to improve radio and TV servicing, also has been announced, with A. T. Alexander, Motorola, Inc., serving as chairman. F. L. Granger, Stromberg-Carlson, is vice-chairman.

The industrial relations committee again will be headed by G. W. Thompson, president of Noblitt-Sparks Industries, during the coming year with Leslie E. Woods, Raytheon Manufacturing Co., serving as vice-chairman.

New Firm Here Will Act for Renown, Ltd.

Renown Pictures of America, Inc., has been formed here to act as agents and representatives of Renown Pictures Corp., Ltd., of England. E. Albert Block, former director of Agfa Corp. here, is board chairman of the new company and Richard Gordon, head of the export-import agency bearing his name, is president.

Announced as forthcoming productions of the British company are "Three Men and a Girl," co-starring Burgess Meredith and Jean Pierre-Aumont, and "Her Favorite Husband" with Jean Kent and Robert Beatty.

Levin and Kranz Get Realart Franchise

Budd Rogers, Realart sales vice-president, back here from the Coast and the Pacific Northwest, announces he has arranged a deal with Irving Levin and Charles Kranz to acquire the Realart franchise in Los Angeles. This franchise was jointly owned by Jack Broder and Sam Decker.

The territory will be operated and serviced by Levin and Kranz and their Favorite Films Exchange in Los Angeles.

'Big Wheel' Slated as Jack Dempsey's First

HOLLYWOOD, Aug. 18.—"The Big Wheel," starring Mickey Rooney and Thomas Mitchell, will mark the entry of Jack Dempsey, former heavyweight boxing champion of the world, into film production. The film will be made in association with Harry M. Popkin and Samuel H. Stiefel but will be apart from other production activities of the latter two. United Artists will distribute.

New Quinlan Firm

David Quinlan, formerly New York manager for Russell Birdwell and Associates, has opened a publicity office here to specialize in radio and television accounts.

Two 'Jolson' Dates Set

Columbia's "Jolson Sings Again," starring Larry Parks, will open at the Hippodrome, Baltimore, and the Bijou, Springfield, Mass., on Sept. 1.

Reviews

"My Friend Irma"

(Paramount-Wallis)

COPIOUS laughs are served up uninterruptedly in this Hal Wallis production based on the radio program of the same title, providing a generous share of entertainment for those who enjoy their comedy in the slapstick tradition. It is palatable fare for general audiences and its patronage should be swelled by the numerous followers of the popular and long-lived "My Friend Irma" program on the air, as well as by network and nightclub fans of the Dean Martin-Jerry Lewis team, who make their screen debut herein. Marie Wilson, as on the radio, has the title role in the picture.

Irma is a well-meaning feather-brain who complicates everybody's lives perilously but who also, by fortuitous coincidence, manages to straighten things out again handsomely in the end. Engaged for years to a sharp-talking, social security-scrounging ne'er-do-well, she lives with Diana Lynn. The latter hopes to marry her boss in order to escape commonplace living. Irma's fiancee endeavors to promote a few comforts for himself by helping the rich boss to engineer a deal. Except for Irma's efforts to be helpful to all, which inevitably wind up by being the reverse, there would be little story and fewer laughs.

Th farcical proceedings are abetted by such regulars as John Lund and Don DeFore, in addition to Miss Lynn. George Marshall directed from a screenplay by Cy Howard and Parke Levy. Howard is the creator of the CBS program on which the picture is based and also draws an associate producer credit for the picture. Further trimming of the picture might sharpen the action elements, while preserving the best of the laughs, as it appears to be somwhat overlong in its present running time.

Running time, 102 minutes. General classification. Release date, not set.

"The House Across the Street"

(Warner Brothers)

WAYNE MORRIS, as a crusading newspaperman, finds himself embroiled in frequent mixups as he tries to solve a murder mystery in "The House Across the Street." The events in the story are obviously of a fictitious sort, but the film has pace and continued formula interest. Janis Paige, the paper's "sob-sister," provides Morris with a romantic objective. Others in the cast are Alan Hale, the publisher, and Bruce Bennett, as a suave racketeer.

As managing editor of the *Star-Chronicle,* Morris keeps blasting away at racketeer Bennett. As a result, the publisher has Morris exiled to the paper's Bewildered Hearts Department, and it is here that Morris gets his first genuine lead in the murder of a star witness in a fraud case. From this point on Morris turns sleuth, and aided by Miss Paige, goes about assembling the vital clues that ultimately send the culprits to jail. For strategy, Morris divides the forces of gangland, and then sets one against the other. Along the way, of course, there are some close calls for Morris, as well as some more pleasing romantic interludes. The acting is generally adequate for the screenplay by Russell Hughes. Saul Elkins produced and Richard Bare directed.

Running time, 69 minutes. General audience classification. Release date, Sept. 10.

MANDEL HERBSTMAN

"The Mysterious Desperado"

(RKO Radio)

A NICELY-PROPORTIONED hour-long Western of standard calibre, this Tim Holt starrer appears to have what it takes to please "horse-opera" fans. Norman Houston's screenplay gallops along at high speed most of the time, and recounts, to the tune of blazing guns and flying fists, the story of how Tim and his saddle pal, Chito (Richard Martin), ruin the plans of a gang of landgrabbers bent on depriving Chito's cousin of the estate of his murdered father.

The gang's leader, an ostensibly respectable citizen, is the murderer, but he has succeeded in arousing the people of the Southern California frontier town into believing Chito's cousin did the killing. Thus Tim is compelled to rescue the accused from a lynching party, among other fetes of derring-do which demand robust action on horseback and afoot.

A touch of romance is contributed by Movita, in the role of the cousin's fiancee. Others in the cast include Edward Norris, Robert Livingston, Frank Wilcox, William Tannen, Robert B. Williams, Kenneth MacDonald, Frank Lackteen and Leander De Cordova. Herman Schlom produced, and Lesley Selander directed.

Running time, 61 minutes. General audience classification. August release.

CHARLES L. FRANKE

Seven in Construction In Cleveland Area

CLEVELAND, Aug. 18.—Construction has started on four new theatres in the Cleveland area, bringing to seven the number of Northern Ohio theatres in work. The Berea Theatre, in Berea; the Madison, Cleveland, and the Lake, also in Cleveland, will open on or before Labor Day. The Mapletown is under roof, foundations are being laid for the Mercury here, and an unnamed house in Cuyahoga Falls, while the walls are up for another unnamed house in Independence.

Garrel Gets 6th House

CLEVELAND, Aug. 18.—S. P. Garrel, head of General Theatres, owners and operators of the Detroit, Sun and Southern theatres, in Cleveland, and the Orr and Grand in Orville, has signed a 20-year lease on the Garden, Cleveland, effective Sept. 1. Associated Circuit was the former Garden lessee.

WLAV-TV to Join NBC

WLAV-TV, which began broadcasting yesterday at Grand Rapids, Mich., will become affiliated with National Broadcasting on Sunday.

U. K. Location Work A Challenge: Engel

So inadequate and antiquated is location-filming equipment in England that it is only by virtue of backbreaking work on the part of the British production crews that location shooting can be accomplished. This report of picture-making conditions in England was made here yesterday by 20th Century-Fox producer Sam Engel upon his arrival on the *S. S. Queen Elizabeth.*

Engel supplemented his account of the poor quality of British location-filming equipment with words of high praise for the spirit of cooperation he said he found in the film workers and technicians there. Studio facilities are first-rate, he added.

The producer, who has five pictures "in work" in England, will leave here today for Hollywood, where he will remain a month. During that time he will put 20th-Fox's "Jackpot" and one other picture before the cameras, he said.

Following a month on the Coast, Engel will return to England to resume work on a Scotland Yard documentary-type film now under way, and to make arrangements for filming an "international" picture whose making will entail the chartering of several DC-6 planes for the purpose of transporting equipment, a technical crew and a cast to various sites in Europe for location work.

Disney Cartoon

(*Continued from page* 1)

all-live-action feature he is making in England under a joint financial arrangement with RKO Radio, which distributes all of his product, will be completed in about six or seven weeks when he will return to England for final work on the picture. He plans to produce more live-action features in England and described his financing approach in these terms: "I make a picture in England with blocked sterling; I show the picture over here for dollars and use those dollars to make cartoons here."

One project which Disney has in mind for production in England is the Irish subject, "Three Wishes." He said that if he does decide on that subject, it will be made as a combination of live-action and cartoon. The human action would be filmed on location in Ireland and at an English studio, with the cartoon animation being done at the Hollywood studio.

Outlook Bright for Cartoons in Europe

Strong belief that the European market for cartoon films will continue lucrative was expressed here yesterday by William Weiss, Terrytoons executive, following his arrival from England aboard the *S.S. Queen Elizabeth.* In addition to surveying the cartoon market in France, Italy and England during the past six weeks, Weiss attended the 20th Century-Fox convention in Paris.

Weiss was greeted at the pier by Paul Terry, Terrytoons head, who reported that the company will produce 20 cartoons this year, the same number as last year.

Votes Sunday Films

HAMPTON, GA., Aug. 18.—By a large majority, Sunday shows have been approved here recently.

20th-Fox Odeon Deal

(*Continued from page* 1)

his conferences with Rank and a tour that took him into virtually every European country and the Near East.

First report that Skouras and Rank planned to discuss a deal for Canadian Odeon emanated from London on Aug. 4, at which time it was indicated that Rank had made overtures to the 20th-Fox head. Skouras reportedly was interested in purchasing all or part of the Canadian circuit which, under a purchase arrangement, would be open to the showing of both 20th-Fox and Rank product.

Skouras and Rank a few days later conferred on the matter in London, and later when the former left for Paris Koegel continued conferences with Rank.

London Is Certain of Deal, Although Rank Denies It

LONDON, Aug. 18.—Although officials of the J. Arthur Rank organization here steadfastly maintain that 20th Century-Fox is not negotiating for an interest in Canadian Odeon Theatres, unimpeachable sources in London state a deal is under way.

In his original discussions with Rank, Spyros P. Skouras proposed the purchase of all, or part, of the circuit. It is understood this was acceptable to Rank and that, in additional negotiations, the first proposal crystallized into a proposition that 20th Century-Fox acquire the majority interest in the Dominion-wide circuit. Coupled with this would be an agreement guaranteeing minimum playing time for Rank's product over the circuit.

It was authoritatively stated today that any suggestion of a breakdown in negotiations merely indicates a tactical bargaining manuever. There is some opinion here which maintains Rank will be unable to reject the deal because Odeon cannot meet its film needs out of Hollywood-made second-run features. From Skouras' point of view, a dominant voice in Odeon will place 20th Century-Fox on a competitive level with the powerful Famous Players-Canadian circuit in the Dominion.

Gaumont Haymarket Deal Off

Meanwhile, negotiations looking toward acquisitions of the Gaumont Haymarket by 20th Century-Fox have been washed out. This angle had been under investigation by 20th-Fox's Willian J. Kupper and Otto E. Koegel who are understood to have voiced dissatisfaction with the first-run potentialities of the theatre. They now favor a return to discussions looking toward the Leicester Square Theatre.

However, Rank and John Davis, the former's chief executive, take an opposite view. They are said to foresee a loss in prestige if the Leicester Square, much-vaunted show window of the Rank organization in London's West End, passes to other interests.

Jones in Omaha Post

HOLLYWOOD, Aug. 18.—Johnny Jones has been appointed head booker of the Allied Artists-Monogram Omaha exchange, succeeding Jerry Levin, resigned, it is announced here by Harold Wirthwein, Western sales manager.

Illinois Variety Outing

CHICAGO, Aug. 18.—Variety Club of Illinois will hold a "Day in the Country" at Sportsman Golf Club, Northbrook, Ill., on Aug. 26. Jack Rose is general chairman.

20th-Fox's Net

(*Continued from page* 1)

amounted to 91 cents per share of common stock. Earnings for the first quarter of 1949 were $3,017,736. Earnings for the second quarter of 1948 on a comparable basis were $3,967,817, equal to $1.37 per common share.

The 20th-Fox board of directors, at the same time, declared a quarterly cash dividend of $1.12½ per share on the outstanding prior preferred stock, payable Sept. 15 to stockholders of record on Sept. 1.

A quarterly cash dividend of 37½ cents per share on outstanding convertible preferred was also declared, payable Sept. 23, to stockholders of record on Sept. 1.

A quarterly cash dividend of 50 cents per share on outstanding common stock likewise was declared, payable Sept. 23, to stockholders of record on Sept. 1.

Wehrenberg Estate

(*Continued from page* 1)

bequests of $50,000 going to theatre employes, and $2,000 each going to the Better Film Council and Child Conservation Council.

Stocks, the main item of the estate, are valued at $304,761; notes and interest, $223,329; accounts, $68,027; cash, $14,652; goods and chattels, $5,430, and real estate, $35,000. One of the largest increases of value is shown in the stock of Flexer Drive-In Theatres, Inc. The Wehrenberg estate holds 8,900 shares, with a par value of 10 cents a share. Actual value, stated in the inventory, is $8 a share, or $71,200.

Wehrenberg's holdings of 448 shares in the South Side Amusement Co. are valued at $112,000. Par value of this stock is $100, with a present actual value of $250. Seventy-five shares of Pine Lawn Amusement Co., par value $100, are valued in the inventory at $400 a share, putting this holding at a total of $30,000. Holdings in the Savoy Amusement Co. are now valued at $8,000, as compared to an original value of $4,000.

Wehrenberg's holdings in the Apollo Theatre, originally valued at $4,900, held the same value today; $15,100 worth of shares in Normandy Theatre, Inc., has also failed to increase. Movie Enterprise Co. stocks also retain their original value of $1,100. Holdings of 550 shares in North Side Amusement Co., originally valued at $55,000, are listed as now worth $44,000.

Listed as Wehrenberg property in the inventory are the equipment and furnishings of the Cinderella, Melba, Southway, Michigan, Lemay, Virginia and Yale—all neighborhood theatres.

Color Advancements An SMPE High-spot

Advances in color motion pictures and in high-speed photography will receive major attention in papers scheduled for the 66th semi-annual convention of the Society of Motion Picture Engineers at the Roosevelt Hotel, Hollywood, Oct. 10-14.

Four sessions on color and three on photography have been scheduled, it was disclosed by Earl I. Sponable, SMPE president.

Davenport Burial Today

Funeral services for Harry Davenport, veteran actor who died in Hollywood on Aug. 9 at the age of 83, will be held today at Kensico Cemetery, Valhalla, N. Y.

Rules 1 Projectionist Only Is Necessary

Toronto, Aug. 18.—Justice C. C. McLaurin, chairman of a special advisory board on projection, has ruled that only one qualified operator is required in theatre booths in the Province of Alberta. The judge made his ruling after an inspection tour in the U. S. where he found that theatres in Denver, Spokane and Seattle are using only one projectionist.

The Alberta Theatres Association will now ask the Alberta provincial government to revise its regulations which call for two projectionists in Calgary, Edmonton and other large Alberta cities.

Rose Will Produce

(*Continued from page* 1)

said, will distribute in England the first, "Your Witness," which is now in production over there. A Robert Montgomery starrer, which the actor is also directing, "Your Witness" is due to be finished in about six weeks.

Rose, who heads the American Coronado Productions, and is board chairman of the British company, Coronado Productions, Ltd., said that the British company is entitled to distribution rights on the American company's productions, and vice versa. The procedure is for each to farm out the rights to regular distributors in both countries. As yet, Rose said, U. S. distribution rights to "Your Witness" have not been disposed of.

Scheduled to leave here for Hollywood on Sunday, Rose will fly back to England in two weeks after arranging for another "package" on the Coast.

DuMont Proposes A TV Allocation Plan

Plans to utilize very high and ultra high frequencies in a national television system which would assure television service in most of the country's 140 metropolitan areas will be presented to the Federal Communications Commission by the Allen B. DuMont Laboratories at hearings beginning Sept. 26 in Washington.

The DuMont proposal, the company said, represents an alternative to the allocation plan proposed by the FCC on July 11. "DuMont enthusiastically approves the policy of providing more channels for additional television services," Dr. Thomas T. Goldsmith, Jr., DuMont's director of research said, "but there are certain features of the FCC proposal which should be modified."

Buck Takes Schine House

FOSTORIA, O., Aug. 18.—Arthur Buck yesterday became sole owner of the Strand Theatre here, which was previously held jointly by Buck and the Schine Circuit. The change was made in line with the Schine consent decree.

WDAK to Join NBC

WDAK, Columbus, Ga., radio station, will join the National Broadcasting network on Sept. 1. Easton C. Woolley is director of the station.

US Divorce Order

(*Continued from page* 1)

cause of the extended litigation, the companies should be given less time to separate their theatre properties from production-distribution.

It is understood that the plaintiff government already has completed its first draft of a proposed decree and that it follows closely its earlier order with the exception of the allotment of time to carry it out. Consequently, this is likely to be the chief subject of controversy when hearings are held on the form of an order to be entered by the court.

9 TOA Committees

(*Continued from page* 1)

relations; Ted R. Gamble, Portland, with Sam Rosen and Walter Reade, Jr., as co-chairmen, distributor-exhibitor relations; Albert Starr, Nashville, concessions; R. H. McCullough, theatre equipment and accessories; Herman M. Levy, legal advisory.

Meanwhile, the Southern California Theatre Owners Association, Los Angeles, is requesting all of its 224 member houses to officially greet the visitors to the annual TOA convention with special marquee salutes, posters and valances during convention week. The suggestion was made by Gus Metzger, chairman of the SCTOA board.

TOA Group to Meet Here Today on 'PR' Agenda

S. H. Fabian, chairman of the TOA executive committee, and Robert W. Coyne, Walter Reade, Jr., Gael Sullivan and Stanley W. Prenosil will meet in New York today to go over some of the proposals suggested for consideration at the industry public relations Chicago meeting, Aug. 30-31, at the Drake Hotel. They will prepare a tentative program for submission to the full TOA committee. Remission of Federal excise taxes, a unified industry front against restrictive legislation and ways and means for enhancing public and community relations will be among the subjects considered.

James Coston, Warner theatre zone manager in Chicago, has accepted appointment to the TOA delegation to the public relations conference. The other committee members are: Arthur H. Lockwood, Herman M. Levy, Earl Hudson, Robert J. O'Donnell, John Balaban, Edward Silverman, Edward Zorn, Walter Reade, Jr., and Sullivan.

Tesma Meet

(*Continued from page* 1)

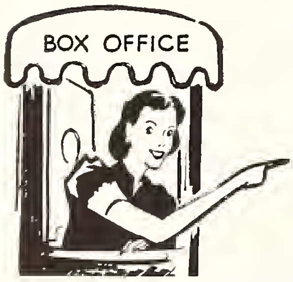
Theatre Owners of America, will talk on "The State of the Industry," and S. H. Fabian, president of Fabian Theatres, will discuss "Television in the Theatre." George M. Peterson will take up "The Drive-In Theatre of Today and Tomorrow," and Terry Ramsaye, consulting editor of *Motion Picture Herald* will discuss "Does Home Television Affect Attendance at the Theatre."

Oscar F. Neu, Tesma president, will preside.

Wilson to Seattle Post

HOLLYWOOD, Aug. 18.—R. O. Wilson. Screen Guild-Lippert Productions exchange manager at Portland, Ore., has been appointed manager of the Seattle exchange, succeeding Mort Bransom, resigned.

I see a tall blonde with blue eyes who loves Companion-approved movies!



If the young man really wants to register with the blue-eyed blonde, he'll take her to see the latest movie highlighted in the COMPANION—just as millions of other smart swains do every day of the week. That's why the wise money in the movie industry invests in more pages of advertising in the COMPANION than in any other woman's service magazine!

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 36 NEW YORK, U. S. A., MONDAY, AUGUST 22, 1949 TEN CENTS

Conditions in Europe Look Better: Belfort

RKO's Chief Over There Sees 'Decided Upgrade'

Position of the U. S. film industry in Europe, from the standpoint of foreign government-imposed restrictive measures, is decidedly on the upgrade with early gains specifically in prospect in Holland and Sweden, according to Joseph Belfort, European general manager for RKO Radio, who is visiting the home office from his Paris headquarters.

Belfort said he is confident that Germany, where major U. S. film companies wil begin competitive operations outside the Motion Picture Export Association on Jan. 1, will again shape up as one of the foremost foreign markets for U. S. films.

Additionally, he held, conditions in other European countries are destined to improve. He believes foreign governments have hit the maximum in

(Continued on page 6)

Columbia Meeting In Chicago Today

Chicago, Aug. 21.—Columbia's first national sales convention in several years will get underway here tomorrow at the Hotel Ambassador East, with a speech of welcome to the delegates by A. Montague, general sales manager who will preside at all sessions. Present at the gatherings will be home office executives, department heads, top sales personnel, all branch managers and nine division managers.

This morning's sessions will be de-

(Continued on page 6)

Picture Pioneers to Aid Industry Needy

High point of the Motion Picture Pioneers' 10th anniversary dinner, which will be held on Wednesday, Nov. 16, at New York's Waldorf-Astoria Hotel, will be the formal launching of the "Foundation of Motion Picture Pioneers," it was announced here by Jack Cohn, head of Picture Pioneers.

Prime purpose of the Foundation

(Continued on page 6)

FCC Giveaway Ban Leads to Immediate Challenge in Court

An immediate court battle to determine the legal extent of authority of the Federal Communications Commission over radio and television programming will be the consequence of an FCC ban on giveaways. American Broadcasting, which carries among other such "jackpot" shows the popular "Stop the Music," announced on Friday that it will make no changes in its programs as a result of the new regulations and "proposes immediately to test the legality of the FCC regulations in the courts."

"Stop the Music" and other give-away programs in the past several months has drawn the fire of exhibitor

(Continued on page 6)

New England Houses Get Insurance Break

Theatre liability insurance on a per seat basis is now available in all New England states, subject to the usual inspection procedure of the insurance company, it was disclosed here at the weekend by Arthur Lockwood, president of the Theatre Owners of America.

Sometime ago liability insurance for theatres on a per seat basis was made available in several Southern states to TOA members, and with the availability of this coverage now in New England the association looks forward to obtaining the service for its members on a national basis in the near future, a statement from TOA headquarters in New York disclosed.

Charles Skouras Sees Improvement Ahead

Los Angeles, Aug. 21.—A general business upsurge in the fall, coupled with strong forthcoming pictures will supply the answer to much of our economic "ills," Charles P. Skouras, president of National Theatres and Fox West Coast, stated here. Skouras said he is not worried over the state of the business, despite a dropping-off since last April to the present time of "about 20 per cent."

Walsh to Begin 'Lab' Labor Crisis Talks

IATSE international president Richard F. Walsh, who returned here at the weekend from Hollywood and Toronto, expects to meet in New York this week with top-level employer executives regarding the situation which has arisen at Eastern film laboratories as a result of a breakdown in contract negotiations between Laboratory Technicians Local No. 702 and the companies.

Following a weekend meeting here with representatives of the local, Walsh indicated that he would seek a conference with compny executives this week.

Walsh's attempt to seek a solution of Local 702's contract problem is a top item on his agenda. Later he is expected to look into the newsreel cameramen's contract negotiations deadlock, and then confer with presidents of the companies on the proposed pension plan for "IA" workers.

"The Prince of Foxes"

[*20th Century-Fox*]—Spectacle-Size Adventure

FOR popular entertainment, "The Prince of Foxes" has what is required. Its stars are Tyrone Power, Orson Welles and Wanda Hendrix with Everett Sloane and Katina Paxinou prominently in the support. Its story is drawn from the best-selling novel of the same name by Samuel Shellabarger, and that story concerns itself with 16th Century Italy, the Borgias, intrigue, adventure, romance and chivalry. In fact, it is really a political gangster yarn set in the eye-arresting middle of the fabulous Renaissance period and far more beautiful to look at than any modern counterpart could hope to be.

Lucrezia, the Borgia who dealt so generously in poison, is practically removed from sight in this story for a concentration on her cruel, ambitious and, undoubtedly talented, brother Cesare. He is Welles, whose political dream is one Italy under his own ruthless thumb. Under a stepping-stone program, he dispatches Power, one of his aides—foxy and also ambitious—to Ferrara where he arranges a marriage between the duke's son and Lucrezia. That is the end of Ferrara.

On the high road to further conquest is strategic Citta del Monte, benevolently ruled by patriarchal Felix Aylmer and a surprisingly young wife, Miss Hendrix. Power falls in love with her and so falls out of service

(Continued on page 3)

All-American Plan Extended By Six in UK

New Limit Is March '51; 20th a Non-Participant

The American unit film distribution plan in Britain, which was scheduled to expire April 1, 1950, has been extended to March 31, 1951, by six of the seven U. S. distributors involved in the original agreement.

The concept which motivated adoption of the unit distribution plan was that a double-feature including one American and one British picture, put the American film in the position of "carrying" the British feature in the British theatre. The seven companies' product has since been showing in British theatres either singly or on all-American double-bills.

The six companies carrying the extended agreement are: Columbia. Loew's, Paramount, RKO Radio, Republic and Warners. A participant originally, but not included in the extension, 20th Century-Fox is understood to have counted itself out of the

(Continued on page 6)

E-L on Its Own in Canada on Sept. 5

All Eagle-Lion Hollywood product distributed in Canada will be released by Eagle-Lion Films of Canada, Ltd., effective Sept. 5, it was disclosed here at the weekend by William J. Heineman, E-L vice-president in charge of distribution. The contract which has been signed replaces the former deal under which Eagle-Lion product was released in Canada by International Film Distributors, Ltd., which was headed by David Griesdorf until his recent resignation to join Odeon Theatres of Canada as general manager.

Name Coordinators For 20th-Fox Drive

Four divisional coordinators were named for the 18-week branch managers' testimonial sales drive at meetnigs held over the weekend in 20th Cenutry-Fox's 37 exchanges in the United States and Canada. Four other divisional coordinators will be chosen today. The meetings were attended by 1,233 employes representing every

(Continued on page 6)

Personal Mention

ALBERT SWERDLOVE, Boston; LEW PRESTON, Detroit; JERRY GOODMAN, Cleveland; J. MANTELL, Memphis, and R. ADAMS, Kansas City, visited the New York Variety Club at the weekend.

•

SAUL LEBEDOFF, pioneer Minneapolis exhibitor, who is now operating a suburban theatre in Los Angeles, is visiting his son, MARTIN, owner of the Homewood and Brynwood theatres in Minneapolis.

•

WILLIAM B. ZOELLNER, M-G-M reprints and short subjects sales manager, will be in St. Louis today, instead of returning here from Cleveland, as planned.

•

ELEANOR KANTA, of the Theatre Owners of America's headquarters staff has left here for Rhode Island to be married to KENNETH PIERCE of the U. S. Navy.

•

WILLIAM C. MACMILLEN, Eagle-Lion operations vice-president, and MILTON COHEN, Eastern sales manager, will return today from vacations.

•

CHARLES SIMONELLI, Universal-International exploitation director, has left here to visit Atlanta, Charlotte, Memphis and Nashville.

•

EDITH SZABO, office secretary of the Eastern Screen Directors Guild since its inception, has resigned for reasons of health.

•

ARTHUR L. PRATCHETT, Paramount's Latin American division manager, left here over the weekend for Mexico.

•

WILLIAM A. SCULLY, Universal-International sales vice-president, will return to New York today from New Haven.

•

SIDNEY LANFIELD, Paramount producer, left here yesterday for the Coast.

•

ALFRED HITCHCOCK is expected to return to the U. S. from London early next month.

•

THURMAN DARNELL has opened a 300-seat theatre at Talking Rock, Ga., to run four nights weekly.

•

MONROE GREENTHAL returned to New York over the weekend from Hollywood.

•

PATRICIA SAVAGE of *Motion Picture Herald* is observing a birthday today.

Strand to Close for Week

The Strand, Warner Brothers Broadway showcase, will be closed for one week beginning Aug. 26 for interior and exterior renovation, including new seats, new carpets, a new marquee and a redecorated lobby. Initial picture upon reopening on Sept. 2 will be Warners' "White Heat," starring James Cagney. Xavier Cugat and his orchestra will be on stage.

Insider's Outlook

By RED KANN

WIDELY known is the fact that the preponderance of profits rolled up by producing-distributing-exhibiting companies comes from theatre operation. Not widely known, because the five major companies which function as theatre operators are not compelled to break down their net in financial statements, is how the profits split.

Any authoritative information dealing with the ratio of production and distribution versus exhibition profit, therefore, is valuable to report and interesting to learn.

■

In a report of the annual stockholders' meeting of 20th Century-Fox, now being circulated in pamphlet form, the answer—or the answer covering two years—is now possible. Under "Questions and Answers" which the booklet describes as "believed to be of greatest general interest to the stockholders" is this:

"Question: What are the profits of your picture company and your theatre company and how were they divided up?"

"Answer by [Spyros P.] Skouras: The profits of National Theatres Corp. for 1948 were about $8,600,000. For 1947, they were between $10,200,000 and $10,300,000. The balance of the corporation's consolidated profit comes primarily from the film business plus small amounts from other sources such as the operation of the Roxy Theatre [in New York]."

■

Skouras embarked upon no breakdown, but here it is, based on the company's annual financial statements.

In 1947, 20th Century-Fox reported a net of $14,003,640. Since National Theatres earned between $10,200,000 and $10,300,000, the top figure on theatre profits deducted from the total leaves a net of $3,703,640 which represents earnings from production and distribution.

In 1948, the company reported a net of $12,509,265. Deducting National Theatres' profit of $8,600,000, 20th-Fox therefore earned $3,909,265 as a producer and distributor.

■ ■

TAKE YOUR CHOICE DEPARTMENT: *Ted Gamble*, chairman of the TOA board, fears theatre divorcement may endanger production quality from major studio sources and finally set up "disastrous, cut-throat competition" in exhibition. Every situation, large and small, will face a post-divorcement problem of competition which "could turn back the industry" if it should get out of hand.

James Mulvey, president of Samuel Goldwyn Production, foresees that long-cherished hope realized—fewer, but better, pictures—playing longer run.

"If things work out the way the court appears to have had in mind when divorcement was decreed, then the door would be thrown open to a lot of theatres which could effectively compete for 'A' product."

Walter Reade, Jr., operating executive of the Walter Reade circuit, sees a rise in the production curve under divorcement, as partial as divorcement appears destined to be. But he also fears competitive bidding will relegate some major houses to secondary spots. Not good, he observes, because:

"The business was built up on the basis of certain theatres doing big business and bringing more dollars into the coffers of the distributors. Now, under competitive bidding, any little theatre can bid for and obtain a picture in competition with a major house . . ."

■

Abram F. Myers, chairman of Allied's board:

"More pictures are being produced, first run monopolies are crumbling, unreasonable clearances are being shortened and the film salesmen are beginning to appreciate their customers. That the pictures produced for a free market will exceed in quality those made for the controlled market, there can be no doubt."

Herman M. Levy, general counsel of the TOA:

"The major beneficiary of this case was to be the independent exhibitor. Now, it is fitting to take inventory. . . . If competitive bidding; if the elemination of licensing an entire season's product at one time; if the licensing of pictures one at a time; if the loss of treasured runs and clearances; if the loss of status as an old good customer; if the taking away of theatres from distributors and placing them in the hands of others who have no market to protect; . . . if the constant threat of cut-throat competition and the resulting fantastice increases in film rentals; if all of these things . . . are good, then the independent exhibitor has been benefited. These are the facts stripped of all hollow and illusory generalities."

Everything straightened out now?

Newsreel Parade

THE Council of Europe's first meeting, Generals Bradley and Collins sworn in new posts, five-percenter investigations, and various sports events highlight current newsreels. Complete synopses follow:

MOVIETONE NEWS, No. 67—Council of Europe. Virginia: Helicopter maneuvers. General Bradley made chairman of Joint Chiefs-of-Staff. General Collins, new Army chief. Secretary Johnson heads Armed Forces policy council. Mayor O'Dwyer lauds film industry at New York ITOA luncheon. "Miss America of 1948" in the Riviera. New York's premiere in the clouds of "Slattery's Hurricane." Jousting tournament in Italy. Sheriff's rodeo in Los Angeles.

NEWS OF THE DAY, No. 301—First Council of Europe meeting. Plane talk by U. S. Air Forces chief. Helicopter joins Navy. Happy Birthday to Ethel Barrymore. "Miss America of 1948" in France. Jousting tournament in Italy. Championship rodeo.

PARAMOUNT NEWS, No. 104—Los Angeles: World's biggest rodeo. Senate five-percenter investigation. Santa Cruz: Diving bell exhibition. New steps toward a unified Europe.

TELENEWS DIGEST, No. 33-B—Congress probes Vaughan contacts. Fighting ends in Indonesia. Ethiopia: Emperor's birthday. Berlin airlift gradually shuts down. Latest White House family portrait. Maine chooses "Potato Blossom Queen." Shirley May France prepares to tackle English Channel.

UNIVERSAL NEWSREEL, No. 275—First meeting of Council of Europe. Congress probes wartime deals. Forty-nine saved in plane crash off Ireland. Carrier helicopter reveals new tactics.

WARNER PATHE NEWS, No. 2—European Council meeting. Harry Bridges. Benthoscope diving bell in California. Five-percenter hearings. General Bradley sworn in as chairman of the Joint Chiefs-of-Staff. General Collins sworn in as Army Chief of Staff. Navy helicopters. Donkey baseball. Rodeo.

MPEA to Service 8 Firms in Indonesia

Eight member companies of the Motion Picture Export Association have formally agreed to establish a service company in Indonesia as of Jan. 1, it was reported here at the weekend by Irving A. Maas, MPEA vice-president and general manager. Each of the companies will operate its own sales, publicity and accounting departments, utilizing the present facilities of the MPEA in that country only for physical distribution.

In Germany, Maas confirms, progress is being made in setting up the service organization which will be used, starting Jan. 1, by Paramount, RKO Radio, 20th Century-Fox, Universal and Warners, for handling physical distribution of their product.

In Germany, as in Indonesia, the companies will direct their own sales. The eight which will use MPEA service in Indonesia are Columbia, Loew's, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Warners.

Paramount Lobby Display

A lobby display at the Paramount Theatre here highlights coming attractions in 12 specially-constructed shadow-boxes, each measuring 12-by-six feet, with three-dimensional exhibits illuminated by fluorescent lighting.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Netter Urges Films Tie to Civic Groups

JACKSONVILLE, Aug. 21.—Leon Netter, president of Florida State Theatres, tomorrow will call for a closer bond between motion picture sales and promotion personnel and leaders in education, religious groups, labor unions and civic organizations.

His address is scheduled for a meeting of Paramount sales personnel in connection with the company's "Gold Rush of '49" sales drive. The theatre executive will declare that "such persons or organizations exert great influence, either directly or indirectly, over large segments of the community's citizens. It is also true that these groups are generally representative of the average theatre-goer."

Meets Open Today on Coast To Set Para. Drive Plans

LOS ANGELES, Aug. 21.—Final plans for Paramount's "Gold Rush of '49" drive will be set in a series of meetings starting tomorrow in the six branches of George Smith's Western sales division.

H. Neal East, San Francisco branch manager, will conduct two-day meetings of sales staffs tomorrow and Tuesday in Seattle, and Wednesday and Thursday in Portland. Later sessions will be Aug. 29-30 in Denver; Aug. 31-Sept. 1, Salt Lake City; Sept. 12-13, Los Angeles, Sept. 14-15, San Francisco.

Will Screen Industry Shorts at TOA Meet

Screenings of the industry's public relations shorts will be held for delegates attending the national Theatre Owners of America convention in Los Angeles Sept. 12-15, Gael Sullivan, executive director, announced here.

The shorts, prepared by Hollywood studios and released through the Motion Picture Association of America, highlight a report by Earl Hudson, chairman of TOA's public relations committee. Ten unreleased shorts will be shown, including "The Art Director," "Movies Are Adventure," "The Soundman," "The Costume Designer," "History Brought to Life," "The Cinematographer," "Screen Actors," "Moments in Music," "The Screen Writer" and "Screen Directors."

L. A. Variety Club To Honor Eckhardt

HOLLYWOOD, Aug. 21.—The Los Angeles Variety Club will honor Clyde W. Eckhardt, Fox West Coast Theatres executive, with a banquet at the Ambassador Hotel Aug. 29 on his completion of 50 years in show business.

Starting in Chicago in 1899 as cashier at the Criterion Theatre, Eckhardt was an advance agent for Lincoln J. Carter shows and joined the Fox company in 1915.

Arnall in Washington

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, spent the weekend at his home in Atlanta and will be in Washington this week. His future plans include a visit to the Coast and attendance at the industry meeting on public relations in Chicago on Aug. 30-31, in company with Gunther Lessing, SIMPP executive director, and Robert J. Rubin, counsel.

"The Prince of Foxes"

(Continued from page 1)

with Welles, joins the defense of the mountain fortress-city, holds out for three months, surrenders himself to the invader in order to free Miss Hendrix, is double-crossed by Welles, is saved by Everett Sloane, finally breaks Welles' power and marries the girl.

THIS attraction was produced entirely in Italy and is a rare bird in production value. There are few, or no, sets. The castles, the vast audience chambers, the courtyards, the squares, the Lombardy poplars, the breath-taking mountain scenery, the panoramic sweeps are the real thing and are as indescribably beautiful as one would imagine these Old World architectural and scenic wonders must be. Not only would a Hollywood-made version of "The Prince of Foxes" be impossible in point of cost, it obviously would have been impossible in point of authenticity as well.

However, the impression persists that producer Sol C. Siegel and director Henry King were properly awed by the opportunity at their elbow. There appears to be a persistent consciousness of this throughout the film and, while the pictorial content therefore mounts to a degree infrequently matched for sheer impressiveness and outright beauty, the toll exacted on the dramatic side is present.

The story of the people concerned is frequently played for stateliness and courtliness. This has a charm of its own, of course, but it tends to slow down the progress of the drama in Milton Krim's script. The people of the Renaissance undoubtedly made haste less rapidly than the people of today and it could be they were right. But, after all, "The Prince of Foxes" is not an exercise in history, no matter how fictional, but a piece of entertainment—and entertainment usually is best when it maintains pace.

MOVEMENT, however, does enter in knife forays in the dark and in sword play between Power and Welles' lieutenants. There also is a full-scale battle sequence with an exciting display of fire-throwing equipment against embattled walls, scaling ladders and molten pitch, all photographed magnificently. In between these stretches, the pace is leisurely and talkative, but perhaps it was so designed to emphasize the high points when they fall due.

Performances are technically good by the principals who are characters strictly out of a story book. Consequently, the decision on "The Prince of Foxes" easily might be that the actual stars are not the players, but the enchantment of Italy's historic and physical assets and the excellence of the technical staff. No producer stars such values, but no analysis of this attraction possibly could be complete without the reference. Especially is this correct in the instance of Leon Shamroy, the director of photography. "The Prince of Foxes" is his picture as much as it is the picture of any other individual officially accredited.

Running time, 107 minutes. General audience classification. For December release.

RED KANN

U-I Host to Film Critics at Opening

Motion picture critics from Boston, Hartford and Bridgeport newspapers have been invited by Universal-International to attend the premiere of "Sword in the Desert" at the Criterion here tomorrow night. Invited are: Mary X. Sullivan, *Advertiser;* Leo Gaffney, *Record;* Elliot Norton and Prunella Hall, *Post;* Peggy Doyle, *American;* Elinor Hughes, *Herald;* Helen Eager, *Traveller,* and Marjorie Adams, Boston *Globe;* Charles Niles, Hartford *Times;* Viggo Anderson, Hartford *Courant;* Leo Miller, Bridgeport *Herald* and Fred Russell, Bridgeport *Post.*

Para. Buffalo House Set for Re-opening

BUFFALO, Aug. 21.—Jerry Pickman, Paramount assistant director of advertising-publicity, arrived here today to assist in final preparations for the re-opening on Aug. 31, of the newly-named Center Theatre, one of five houses recently acquired by Paramount on termination of its joint interest with Loew's and Vincent McFaul.

Formerly the Hippodrome, the Center was remodelled at a cost of $300,000. "Top O' the Morning" will be the Center's first attraction.

Siegel Heads Publicists

HOLLYWOOD, Aug. 21. — Norman Siegel, Paramount studio publicity director, has been elected to fill the rotating chairmanship of the Studio Publicity Directors Committee.

M-G-M Will Resume Its Training Course

M-G-M's second executive training course, to run six weeks, will get under way here Sept. 19, it was announced by William F. Rodgers, sales vice-president. Six men from the field get the indoctrination, which will include meetings with executives from the company, National Screen, Motion Picture Association of America, Donahue and Coe advertising agency, and a special course at Dale Carnegie's Institute.

On Sept. 27 the group will also meet with trade paper editors, reporters and publishers at a luncheon to be presided over by Rodgers.

Schoeneman, Sullivan To Discuss Drive-ins

U. S. Commissioner of Internal Revenue George J. Scoeneman has asked Theatre Owners of America executive director Gael Sullivan to confer with him in Washington on problems confronting the drive-in admission price situation. Accordingly, Sullivan has arranged to meet with Schoeneman and his deputy, Charles J. Valaer, on Wednesday on his return trip from tomorrow's Florida State Theatres Association meeting in Jacksonville.

Bomb Indiana Theatre

HIGHLAND, Ind., Aug. 21.—A small bomb, which exploded last Thursday in the rear of the Town Theatre here, operated by Kenneth L. Dickinson, did little damage and caused no injuries. Dickinson and the motion picture operators union are in a labor dispute.

Ansco Color Film Facilities Expanded

BINGHAMTON, N. Y., Aug. 21.—The release of a new Ansco color duplicating film and the creation of a new Midwestern regional sales office for Ansco professional motion picture products have been announced by James Forrestal, vice-president of General Aniline and Film Corp., in charge of its Ansco division.

The new 16mm. duplicating film is said to make it possible for independent film processing laboratories to turn out Ansco color prints in quantity. Heretofore, duplicate prints from Ansco color film were produced solely by the company's own laboratories. The Ansco processing laboratories, in Hollywood, Chicago and Binghamton, N. Y., will continue to serve users who do not wish to do their own processing.

The new Midwestern Ansco professional-film sales office is in Chicago and has been established as an addition to similar offices in Hollywood and New York. James L. Wassell, merchandise manager of motion picture products, has been appointed manager.

An addition to the Ansco film plant here is expected to be in operation early next year and will be devoted to the manufacture of Ansco color film, according to Forrestal.

Union Wants 'Vaude' In Mexican Houses

MEXICO CITY, Aug. 21.—Local exhibitors regard with mixed reactions plans for stage shows in all film theatres that can present that type of entertainment as planned by the National Cinematographic Industry Workers Union. Exhibitor opinion is that these plans will materialize. The union practically controls all theatres in Mexico because most organized attaches are members.

While the report is that the big idea back of this is to make jobs for more union members, the union is understood to be enlisting talented amateurs for this vaudeville. It also is reported that the union is eyeing the theatre situation—106 houses here compared to 60 four years ago—because of decreasing business with prospects that houses that are getting the short end of the situation eventually must close, regardless.

Pettey Quits Loew's

Herbert L. Pettev, director of Loew's station WMGM, New York, will leave the company on the expiration of his contract on Aug. 31, it was announced by Nicholas M. Schenck, president of Loew's. Pettey will continue with the station in an advisory capacity and will devote himself to other activities, including the presidency of Parx Products, Inc.

Sunday Films Vote Sept. 7

CARTERSVILLE, Ga., Aug. 21.—Voters here will be asked to take a hand in a dispute over Sunday films on Sept. 7. The City Council recently approved Sunday shows after a petition was presented by Martin Theatres. Under state law, the council set the election date after local ministers presented a counter proposal asking that Sunday shows be discontinued.

THIS ONE REALLY KNOCKED CHICAGO FOR A LOOP!

YES SIR, THAT'S IS A SMASH

THAT'S MY
COLOR BY TECHNI
WGN Mutual Broadcasting Syste
12 NOON GALA "LET'S HAVE FUN" SHO
GUESTS DONALD O'CONNOR AND GLORIA
WESTING
STREAML
AUNDRO
FINISH
WORLD PRE
YES S
THAT'S MY
TECHNICOLOR
TO SAVE ½ ON YOUR
"Yes Sir That's My Baby"
DONALD O

WORLD PREMIERE
"YES SIR
THAT'S MY BABY"
TECHNICOLOR
"Yes Sir, That's My Baby"
SHELLEY
Now! B&K ROOSEVELT Theatre
AAA AMPLIFIER
WERNER'S
SAC. 1600
OUSE
NER
Blue Ribbon
Pabst

MY BABY

BO HIT!

"YES SIR, THAT'S MY BABY"

COLOR BY TECHNICOLOR!

Starring

Donald O'CONNOR · Charles COBURN

Gloria De HAVEN

Story and Screenplay by OSCAR BRODNEY
Produced by LEONARD GOLDSTEIN
Directed by GEORGE SHERMAN
A UNIVERSAL-INTERNATIONAL PICTURE

...and Introducing BOOPKINS ...Baby of the Year!

ferred character is indicated by a suitable symbol above or preceding the address.

UNION
JOSEPH L. EGAN
PRESIDENT

NLT=Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

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WU S156 LONG PD=CHICAGO ILL AUG 11 1208P=
=WILLIAM SCULLY, UNIVERSAL PICTURES CO INC=
"YES SIR, THAT'S MY BABY" EXCELLENT OPENING
AT THE ROOSEVELT THEATER  FOLLOWING AS FINE AND
THOROUGH EXPLOITATION AND ADVERTISING CAMPAIGN
AS I HAVE EVER EXPERIENCED IN CHICAGO.
AUDIENCE REACTION MOST ENTHUSIASTIC. PICTURE
POSSESSES ENTERTAINMENT AND EXPLOITATION VALUES
FOR SUCCESSFUL ENGAGEMENT EVERYWHERE.
                  REGARDS=
                      =JOHN BALABAN         :241P
```

Thanks Mr. Balaban . . . you and other showmen like yourself will be interested to know that U-I has done an equally bang-up job on more than 400 day-and-date openings keyed to Indianapolis, Cleveland, Cincinnati and Pittsburgh on this wonderful picture, and that results are equally as big everywhere!

Now do you see why everybody is saying the showman's buy is . . .

UI
THE INDUSTRY'S
SHOWMANSHIP
LEADER

Conditions in Europe

(*Continued from page 1*)

film trade barriers, "that any more restriction would be constriction."

Belfort's view is that some amelioration is due within a few months, especially in Sweden, where a complete freeze on U. S. film earnings is now in effect. Also, the 50 per cent block on earnings in Holland will be eased shortly, he expects.

He reports that RKO is already marking gains in the 1949-'50 season in Europe over last year, this taking into account the big revenues he anticipates from "Joan of Arc." He said the film will play every important city in Western Europe in October with the availability of prints exceeding that for any other film. The Paris opening will be at the Opera House and for some charitable purpose, probably for the reconstruction of the Joan of Arc Museum in that city.

Others which he cited of the current season's line-up were "The Mighty Joe Young," "The Set-Up" and "The Window."

Remittance-wise, RKO is in "good shape" in France with frozen francs now being expended on the production of "White Tower" in that country and with franc-dollar exchanges with private foreign interests, Belfort reported. He reminded of RKO's transaction with a Swiss tanker company, the latter having used the film company's francs for ship repairs and paying RKO in dollars here.

Belfort will return to Paris next month. He has been with RKO 20 years, having joined the company following high school graduation, as a page. This is his first visit to the States in a year and a half.

National Video for Mexico After Sept. 1

MEXICO CITY, Aug. 21.—Television in Mexico will advance toward materialization through a code-law which President Miguel Aleman will present to the 1949-50 Federal legislature when it opens on Sept. 1. The Ministry of Communications and Public Works will govern video as it does radio.

The code-law prevents video monopolies by refusing special privileges and allowing every solvent company and individual an equal chance to obtain concessions, the Ministry said. It revealed that President Aleman held back in completing the code-law until he studied similar measures in force in the U. S., Great Britain and France so that the latest features of their measures could govern Mexico.

Mexico's commercial video pioneer, Emilio Azcarraga, prominent exhibitor and operator of local radio stations XEW, XEQ and XEOY, expects to get one of the first franchises. He recently tested video in the Cine Alameda here, first-run theatre that heads his Cadena de Oro (Golden Chain) circuit. He predicts at least 26 video stations will be operating here by the end of next year.

Build Drive-in in 3 Weeks

ALBANY, N. Y., Aug. 21.—Construction of a 600-car drive-in within three weeks is the goal of Griffing Construction Co., Abilene, Texas, contractor. The open air theatre is going up near Poughkeepsie, N. Y., and will be operated by Harry Lamont, who plans to open on Labor Day.

MPAA 'Canada' Film 5th in MPAA Series

Endorsed by Eric A. Johnston and the Motion Picture Association of America as the fifth subject in the MPAA's public affairs series, "Canada Unlimited" brings to the screen all the material splendor of our neighbor to the North, and emphasizes particularly the extent to which the Dominion has opened its doors and heart to refugees from European tyranny. A picture of high merit on a number of counts, this latest edition of RKO Radio's "This Is America" two-reel series was produced by Jay Bonafield, directed by David Cooper, supervised by Phil Reisman, Jr., narrated by Dwight Weist, recorded by Francis Woolley, with music under the direction of Nathaniel Shilkret.

"Canada Unlimited" manifests expert attention by each of the individuals who contributed to its production. This fact, together with the fact that it provides a singularly illuminating appraisal of Canadian resources and potentialities, makes it a film that can be recommended most highly to exhibitors everywhere in the U. S. Recommending it in those terms becomes especially correct when one takes into account that the picture approaches its subject from the viewpoints and conceptions held by Americans in different parts of the country.

Power plants, dams, forests, industries, cities and the enormity of Canada's land range, are examined selectively by the camera in conjunction with the meaning in material advantage that country has for immigrants from Europe. Put this one on your schedule, Mr. Exhibitor, for it will be a distinct credit to any program. C. L. F.

Picture Pioneers

(*Continued from page 1*)

will be to offer financial and other forms of assistance to those pioneers of the motion picture industry who are in need.

The idea for the establishment of such a foundation was presented at last year's Pioneer dinner when Cohn offered it as a possible course of action for the organization. The suggestion met with immediate acceptance from the gathering, and even though no formal plan had been evolved, several members of the Pioneers expressed a desire to leave contributions for the Foundation that night. Subsequently at a meeting of the board of directors of the Pioneers, the form which the Foundation would take was decided upon and voted by the directors.

4th Foreign 'Joan' Run

RKO Radio-Sierra Pictures' "Joan of Arc" will have its Australian premiere on Aug. 26 in the Hoyt Circuit's first-run, the Century, in Sydney. This will be the fourth foreign opening of "Joan," which began its worldwide release in June in London. The Walter Wanger production then opened in Dublin, and last week began a twin-theatre, three-city run in Port-of-Spain, Trinidad, and Barbados and Georgetown, British Guiana.

Toronto House Opens

TORONTO, Aug. 21.—The Bedford Theatre in suburban North Toronto, rebuilt during the past three months as deluxe unit of 20th Century Theatres, has been reopened as the Park.

Columbia Meeting

(*Continued from page 1*)

voted largely to discussions of overall business matters. During the convention the delegates also will have screened for them six of the productions scheduled by Columbia for the coming year. They are: "Jolson Sings Again," "All the King's Men," "Tell It to the Judge," "Tokyo Joe," "The Blank Wall" and "Miss Grant Takes Richmond."

Home office representatives present at the meetings, in addition to Montague, will be Rube Jackter, assistant sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; Maurice Grad, short subjects sales manager; George Josephs, assistant to Montague; H. C. Kaufman, manager of exchange operations; Leo Jaffe, assistant treasurer; Joseph Freiberg, manager of sales accounting; Seth Raisler, manager of the contract department; Irving Moross, legal department; Vincent Borelli, assistant to circuit sales executives; Irving Sherman and Sydney Singerman, assistant managers of exchange operations.

The nine division managers are: Nat Cohn, New York; S. A. Galanty, Mideast; Jerome Safron, Western; Carl Shalit, Central; R. J. Ingram, Southeast; J. B. Underwood, Southwest; I. H. Rogovin, New England; B. C. Marcus, Midwest, and H. E. Weiner, Southern New Jersey and Eastern Pennsylvania.

The branch managers will include J. C. Bullwinkle, Albany; George Roscoe, Atlanta; T. F. O'Brien, Boston; Phil Fox, Buffalo; R. D. Williamson, Charlotte; B. J. Lourie, Chicago; A. S. Moritz, Cincinnati; O. J. Ruby, Cleveland; R. C. Hill, Denver; Clark Baker, Des Moines; E. Hochstim, Detroit; W. Guy Craig, Indianapolis; Tom Baldwin, Kansas City; W. C. Ball, Los Angeles; H. Chrisman, Memphis; H. Olshan, Milwaukee; H. J. Chapman, Minneapolis; Walter Silverman, New Haven; H. Duvall, New Orleans; Saul Trauner, New York; C. A. Gibbs, Oklahoma City; J. H. Jacobs, Omaha; George Tice, Pittsburgh; J. R. Beale, Portland; W. G. Seib, Salt Lake City; L. E. Tillman, San Francisco; L. N. Walton, Seattle; C. D. Hill, St. Louis; Ben Caplon, Washington.

Tuesday's sessions will be devoted to a review of all of the product which Columbia will release between Sept., 1949, and Sept., 1950. At that meeting a general, overall distribution policy for the entire program will be established.

17 Additional Films Classified by Legion

Of 17 additional films reviewed by the National Legion of Decency, only one, "I Was a Male War Bride" (20th-Fox), received a Class B rating.

Classified A-I are: Universal-International's "Abbott and Costello Meet the Killer" and "Silver Butte"; M-G-M's "Battleground"; Columbia's "The Blazing Trail"; Eagle-Lion's "Down Memory Lane" and "The Weaker Sex" (Rank), and Republic's "South of Rio" and "Wyoming Bandit." Classified A-II are: Eagle-Lion's "Black Shadows"; Universal-International's "Black Lagoon" and "Johnny Stool Pigeon"; RKO Radio's "Follow Me Quietly"; Warner's "It's a Great Feeling"; Columbia's "Law of the Barbary Coast"; United Artists' "Red Light," and 20th-Fox's "Slattery's Hurricane."

All American Plan

(*Continued from page 1*)

joint effort after April 1, 1950, in consequence of deals it has pending with British interests.

The so-called all-American double-feature program arrangement was adopted in the fall of 1948 by the seven companies in the face of British remittance and quota restrictions, and, on June 10, 1949, was extended to March 31, 1950. The effecting of extensions several months or more in advance of expiration dates is necessary because booking of U. S. product into British theatres must be arranged considerably in advance of actual showings, it was explained.

Universal-International, Eagle-Lion and United Artists never were participants in the plan. U-I and E-L are J. Arthur Rank "partners" in the sense that they distribute Rank product in the U. S., and UA, distributor of product of various independent American producers, cannot engage in such an arrangement in behalf of all of its component companies.

FCC Giveaway Ban

(*Continued from page 1*)

groups around the country which felt that, by offering prizes valued at many thousands of dollars, the shows represented unfair competition.

In Washington, National Association of Broadcasters president Justin Miller said he hoped sponsors of affected shows would go to court on the matter, and termed the FCC action "an intrusion into the administration of administrative law."

The FCC banned giveaway programs as lotteries and announced that it will refuse to license or renew the licenses of broadcast applicants or broadcasters who air such shows after Oct. 1. The decision came after a year of deliberation. Both FCC authority and the accuracy of the language which holds giveaways to be lotteries will be challenged.

ABC charges that the FCC, "as a result of the action of only three of its members, has taken action that is inconsistent with the system of private broadcasting which has flourished in this country, and is a first step by the Federal government into actual program planning."

Name 4 Coordinators

(*Continued from page 1*)

member of the company's field sales organization.

The branch managers' testimonial will get under way on Aug. 28.

The following were named divisional coordinators: South, Paul S. Wilson, assistant Southern sales manager; West, Bryan D. Stoner, assistant Western sales manager; Central, Joseph B. Rosen, Cincinnati branch manager; Yankee, Joseph St. Clair, assistant to division manager Martin Moskowitz.

Coordinators for the New England, Mideastern, Midwestern and Canadian divisions will be named today. Meetings are also scheduled for today at all exchanges for the election of branch captains by employes.

Sullivan to Florida

Theatre Owners of America executive director Gael Sullivan will be a speaker at a meeting tomorrow in Jacksonville of the Florida State Theatres Association, a TOA affiliate.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 37 NEW YORK, U.S.A., TUESDAY, AUGUST 23, 1949 TEN CENTS

Record of 67 Col. Pictures In New Season

Cancellation for One Group of 16 Features

CHICAGO, Aug. 23.—Home office and field delegates to the first national sales convention to be held by Columbia Pictures in several years, assembled here at the Ambassador East Hotel, today will hear A. Montague, the company's general sales manager, describe a 1949-50 product program listing Columbia's record number of 67 features, compared to 58 in 1948-49.

In the new season there will be 31 productions described as "top product, 22 other features—16 of which will be sold as a group with the usual cancellation privileges—four Gene Autry Westerns, two action musicals and eight other Westerns. This compares with the 1948-49 totals of 44 features, four Autrys, two action musicals and eight other Westerns.

Five of the top 31 will be in color,

(*Continued on page 7*)

Kramer Backed for Steady Production

In what is described as the first independent deal of its kind, Stanley Kramer, producer of "Champion" and "Home of the Brave," yesterday signed final contracts with financiers for a series of "A" films which will keep his organization in "continuous production."

Kramer's deal, backed by a group headed by Bruce Church of Salinas, Cal., produce marketer, makes "unusual financial provisions both for preparational monies and for exploitation

(*Continued on page 6*)

Family Films Rise, Say Club Previewers

WASHINGTON, Aug. 22.—Hollywood is turning out more films suitable for family entertainment than ever before, according to a consensus of a group of women critics of motion pictures, whose recorded opinions of films reach out into hundreds of thousands of homes all over the country. They are

(*Continued on page 6*)

September Set As 'U-I Scully Month'

Universal-International will observe "W. A. Scully Month" during September with a drive for record sales during the five-week period starting next Monday and concluding on Oct. 1, as a tribute to U-I's distribution president.

Highlighting the drive will be the release of "Sword in the Desert." Bookings in the drive will be eligible in U-I's current bonus incentive plan.

2,500-Share Limit On NEFC Ownership

WASHINGTON, Aug. 22.—National Exhibitors Film Corp. will restrict the stock ownership of any individual to 2,500 shares or the equivalent at any time in the future of 2,500 shares at the time of organization, NEFC's registration statement with the Securities and Exchange Commission, which was filed here today, discloses. The company will be capitalized at $10,000,000 with the prospectus dated Sept. 12.

In the event 20,000 shares are not subscribed by Apr. 1, 1950, no one pledged to buy will be required to complete his purchase.

Robert W. Coyne, Monarch Theatres executive, is listed as secretary of the new financing company, thus giving him official status for the first time. S. H. Fabian is president.

The NEFC report to the SEC listed liabilities of $62,000, this presumably representing initial organizational expenses.

Business Brisk At N. Y. Runs; 'Jolson' Zooms to $81,000

The let-up in the hot spell having resulted in improved weekend revenue, business for the entire current week at New York first-runs is shaping up as generally good and, in some spots, it is plenty high. Competition from the beaches appears to be ebbing and this, of course, is an important factor.

A smash newcomer to the "showcase" belt is "Jolson Sings Again" at the State which is an amassing unprecented income at that house. A record-shattering first week's gross of $81,000 is in prospect for the 3,500-seater which operates on a straight film policy.

The big holdover is "In the Good

(*Continued on page 6*)

Doughton Says No Tax Repeal Now

WASHINGTON, Aug. 22. — House Ways and Means Committee chairman Robert L. Doughton today made it virtually official that there will be no reduction of the admissions or other excise taxes today by saying reduction now would be impractical because Federal expenditures are ahead of receipts.

As for next year, he promised only a general survey of the tax picture with a view to overhauling, adding that it is "far better to prepare a well-balanced tax program for enactment next year than to attempt to rush one through on a hurried catch-as-catch-can basis in this session of Congress."

"The Adventures of Ichabod and Mr. Toad"

[*Walt Disney - RKO Radio*] — Disney at His Best

WALT DISNEY has done it again. And this time he has risen to an occasion. Indeed, at a time when the industry is girding for an all-out effort in the arena of public relations, it is both gratifying and encouraging to mark the advent of a film which by itself can stand in smashing confutation of those who revel in impugning the entertainment stature of the motion picture.

"The Adventures of Ichabod and Mr. Toad" is Walt Disney at his best. This assertion takes fully into account "Fantasia," "Snow White and the Seven Dwarfs," "Bambi" and other such achievements as have come from the inspired pens of the Disney craftsmen. Actually, the production under discussion is something apart from all those it follows. It heralds a *new* Disney. It opens the door to audiences (and grosses) beyond the category of "youngsters from six to 66." What we have now is a Disney who, while yielding merrily to the appetites of his established audiences, succeeds also in spearing the appreciation of the adult cus-

(*Continued on page 6*)

Hughes Calls Off Deal for RKO Theatres

Votes Against Sale at 'This Particular Time'

HOLLYWOOD, Aug. 22.—The deal whereby Matthew Fox, Cliff Work and Stanley Meyer sought to purchase Howard Hughes' 24 per cent, or the controlling interest, in the new RKO theatre company is off—perhaps permanently, perhaps temporarily.

Hughes is reported seeking all the time allowable before he makes a decision which, according to the consent decree entered upon by RKO, must be reached by Nov. 8. This is the effective date on which RKO exhibition is to be separated from RKO production and distribution.

Authoritative sources are under the impression Hughes will seek to reach beyond this date by application to the statutory court in New York for further time. It was pointed out today the Department of Justice is inclined to be lenient under consent decree procedures in a desire not to impose un-

(*Continued on page 7*)

ATOI Hits Attacks On Finneran Plan

INDIANAPOLIS, Aug. 22.—The Associated Theater Owners of Indiana has taken strong exception to reports that officials of the Motion Picture Association of America frown upon any discussion of the Finneran Plan at the impending public relations conference.

"The Finneran plan may have some fly-specks on it, but they can be removed," the Hoosier group states. "The propaganda against it, released on the eve of the Chicago conference (Aug. 30-31) smells like a speckled

(*Continued on page 6*)

Mayer Warns Against 'Flooding' Germany

American distributors must show self-restraint, and must not flood Western Germany with product after controls are lifted on Sept. 15, because there is every possibility that domestic legislation over there will bring curbs on the import of U. S. films, warns Arthur Mayer, who is leaving

(*Continued on page 6*)

Personal Mention

JOHN ALEXANDER, JR., Boston; MR. and MRS. DOUGLAS RAFF, MR. and MRS. J. J. GREEN and DR. and MRS. WILLIAM R. MORRIS, all of Miami; JERRY GOODMAN, Cleveland; MYRON MILLS, Washington; "CURLEY" POSEN, Toronto, and ARTHUR LOZENBY, Detroit, visited the New York Variety Club at the weekend.

•

ALBERT WARNER, Warner vice-president, WILLIAM F. RODGERS, M-G-M sales vice-president, and HERMAN RIPPS, M-G-M assistant Eastern sales manager, were among those attending the races at Saratoga Springs, N. Y., over the weekend.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is en route to New York from Fresno, Cal., where he completed a speaking engagement tour.

•

WILLIAM WELLMAN, M-G-M director; CHARLES HUNT, unit business manager, and KENNETH LAMBERT, film editor, arrived here yesterday from the Coast.

•

OLIN H. CLARK, M-G-M Eastern story department head, will give the second of two lectures today before the Fiction Writers' Conferenece at Marlboro, Vt.

•

STANLEY PRENOSIL, assistant executive director of the Theatre Owners of America, left New York yesterday for Washington.

•

ROBERT LIPPERT, president of Screen Guild and Lippert Productions, is in New York from Hollywood.

'McCoy' Scores in Debut Engagements

"Roseanna McCoy," currently playing the RKO Albee, Cincinnati, in its tri-state premiere, is establishing a record for recent years with an expected $26,000 for the initial week, which is double the house average, it is understood. Other field reports disclose that the Samuel Goldwyn-RKO film did close to $4,500 on its opening day at the Circle, Indianapolis, as compared with $2,300 for the opening day of "Best Years of Our Lives," the latter at advanced prices. At the Palace, Columbus, O., "McCoy" brought over $3,000 on its opening day.

NTFC to Hear Hubbell

Richard W. Hubbell, chairman of Richard W. Hubbell & Associates and president of Hubbell Television, Inc., will address Thursday's dinner-meeting of the National Television Film Council, it was announced here yesterday by Melvin L. Gold, NTFC president and director of advertising of National Screen Service. Hubbell, who has just returned from a 9-week business trip abroad, will speak on "European Mass Television Film Production for the American Market."

TOA Invites Coast, Distribution Heads

LOS ANGELES, Aug. 22.—Urging their attendance as a major step toward industry unity and mutual understanding of problems facing the national box-office, Charles P. Skouras, general chairman, today called upon top executives and officials in production and distribution to be present at the forthcoming Theatre Owners of America convention here on Sept. 12-15.

Citing current conditions as demanding application of the full knowledge and experience of everyone in the motion picture industry, Skouras declared: "It is important that producers and distributors, as well as exhibitors, cooperate in this meeting, for by putting our heads together to work for a common cause we can constructively accomplish a lot for the future. In unity there is strength and I feel that your presence will be of the utmost importance to your organization, your business and the well-being of the entire industry.

Lockwood Declines Second Term

BOSTON, Aug. 22.—Arthur H. Lockwood, Theatre Owners of America president, said here today in reply to an inquiry that he will not accept a second term. Elections will be a highlight of the forthcoming organization convention in Los Angeles.

Selznick Will Dual 'Jennie' and 'Tulsa'

Sidney G. Deneau, sales vice-president of the Selznick Releasing Organization, disclosed here yesterday that David O. Selznick and producer Walter Wagner, through Eagle-Lion Films, have entered into a deal whereby Selznick's "Portrait of Jennie" will play with Wanger's "Tulsa" as a combination show in New York City Metropolitan theatres.

The Selznick Organization, which will sell the combination, has guaranteed Eagle-Lion and Wanger "an unprecedented film rental for "Tulsa." This is said to be the first time such an arrangement has been entered into by two distributing organizations.

Leo Weiss, 'Vet' Operator

CLEVELAND, Aug. 22.—Leo Weiss, 60, projectionist, died here Friday while on his way to Loew's Stillman Theatre where he had been an operator for the past 19 years. He was a charter member of IATSE Local No. 160 and had served several terms as organization secretary. The widow, Anna, survives.

Robson Wins SDG Award

HOLLYWOOD, Aug. 22.—Mark Robson has been voted the quarterly directorial achievement award by the membership of Screen Directors Guild for his direction of Screen Plays' "Champion."

New Schlaifer Account

Charles Schlaifer and Co. has been named the advertising agency for the Career Development Division of Personnel Institute, Inc.

This Is New, Even Out in Hollywood

Hollywood, Aug. 22.—Vincent B. Capra is a San Jose farmer who has been thinking about writing as well as grapes for 15 years or thereabouts. His wife first thought the concentration should be on the grapes.

Finally agreeing he ought to take a crack at Hollywood, the Capras sold their earthly possessions and arrived here. With cash in hand, Capra looked up the address of a Hollywood trade paper he started reading a couple of years ago, paid a visit and bought enough white space to publish much of a story of his called "The Green Thumb." It took 12 pages to do the job and his total capital.

Now Capra, settled in an apartment not far from Hollywood and Vine, is awaiting whatever awaits him.

Rogers Hospital 'Now A Reality': O'Donnell

DALLAS, Aug. 22.—The Variety Clubs Will Rogers Hospital at Saranac Lake, N. Y., "is now a reality," and in less than two months the new Variety Clubs administration of the hospital has "started to make good its pledge to give to this industry its very own institution, and to make it one of the finest in all the world."

This report is made by R. J. (Bob) O'Donnell, international chief barker, who has asked the heads of the companies in the industry to inform their employes that the hospital stands ready to aid them in the event they are stricken with tuberculosis.

Para. Claims 16,512 Theatres in Drive

With a total of 16,512 theatres in the U. S. and Canada already booked to carry the Paramount trade mark and two weeks remaining before the deadline, an all-time high for "Paramount Week" bookings is in sight, A. W. Schwalberg, Paramount's sales vice-president, revealed here yesterday. Schwalberg added that the 16,512 figure represents the highest achieved at this stage of the campaign in any "Paramount Week" drive in its history. The company's "Gold Rush of '49" sales drive will get under way concurrently with the drive.

Lillian Thompson Fisher

Lillian Thompson (Mrs. George Fisher), head of the still department in New York for Universal, died in Garfield Hospital in Jersey City yesterday following an emergency operation. Mrs. Fisher started with Universal in 1930 as a billing clerk in the export department here. She joined the still department in February 1939 and shortly thereafter was promoted to head it.

CBS to Enter Court Bout on Giveaways

Frank Stanton, president of Columbia Broadcasting, disclosed here yesterday that CBS will join American Broadcasting in a "judicial review" of the new Federal Communications Commission interpretations which hold giveaway programs to be lotteries and consequently contrary to law.

Stanton said CBS has only two sponsored programs which "appear to be affected" by the FCC rules, these being "Hit the Jackpot" and "Sing It Again." He added that it is the opinion of CBS counsel that neither show is in violation of the laws and that a court test of the extent of the FCC's authority will be undertaken.

Telecast of Banned Film Not Decided

MEMPHIS, Aug. 22.—Though Louis de Rochemont, producer of "Lost Boundaries," which has been banned by Memphis and Atlanta censors, plans to buy time to show the film on television in both Memphis and Atlanta, Henry W. Slavick, general manager of WMCT here, is not sure he wants to telecast the film.

Slavick said he is trying to make arrangements to see picture, and will make no decision before he has seen it. "We have no controversy with the censor board, and they have none with us," he said. "De Rochemont's fight is with the censor board. Why should we get agitated about it?"

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
Rope of Sand
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and introducing Corinne Calvet
PARAMOUNT TIMES SQUARE
in Person
TEX BENEKE
And His Orchestra
CORINNE CALVET
Extra VIC DAMONE
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG
Celeste HOLM
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

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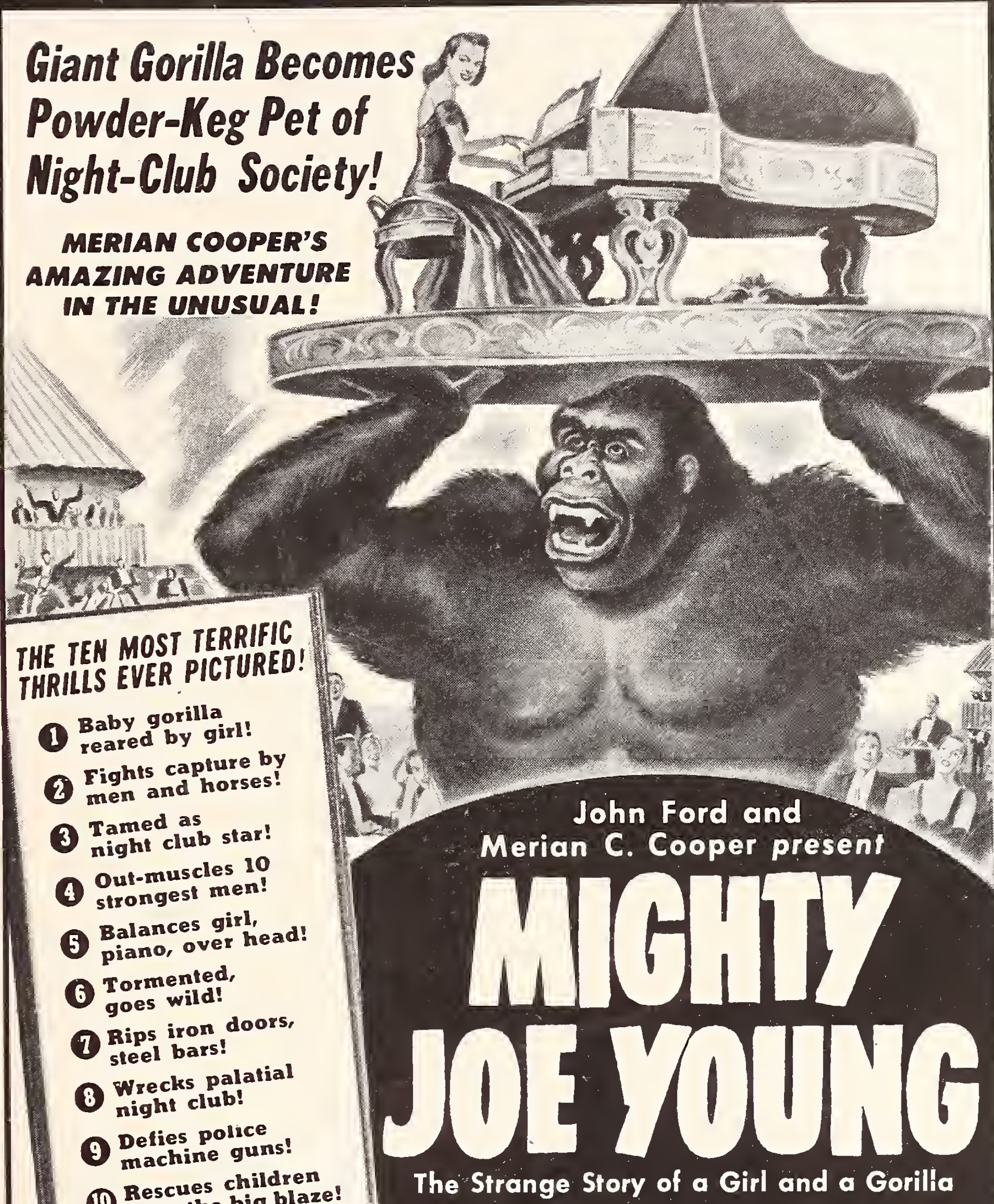
THIS WEEK AT ALL THESE THEATRES

Greater New York and New Jersey

Showing at your own Neighborhood Theatre!



Giant Gorilla Becomes Powder-Keg Pet of Night-Club Society!

MERIAN COOPER'S AMAZING ADVENTURE IN THE UNUSUAL!

THE TEN MOST TERRIFIC THRILLS EVER PICTURED!

1. Baby gorilla reared by girl!
2. Fights capture by men and horses!
3. Tamed as night club star!
4. Out-muscles 10 strongest men!
5. Balances girl, piano, over head!
6. Tormented, goes wild!
7. Rips iron doors, steel bars!
8. Wrecks palatial night club!
9. Defies police machine guns!
10. Rescues children from the big blaze!

John Ford and Merian C. Cooper present

MIGHTY JOE YOUNG

The Strange Story of a Girl and a Gorilla

starring

TERRY MOORE • BEN JOHNSON

and ROBERT ARMSTRONG with FRANK McHUGH

Directed by **ERNEST B. SCHOEDSACK**

Technical Creator — Willis O'Brien
Screen Play by Ruth Rose
Distributed by RKO Radio Pictures
An Arko Production

Companion Feature At All Theatres Except Those Marked *

MAUREEN O'HARA · MELVYN DOUGLAS
GLORIA GRAHAME · BILL WILLIAMS in

A Woman's Secret

with VICTOR JORY · MARY PHILIPS · JAY C. FLIPPEN

RKO RADIO

A DORE SCHARY Presentation

Produced by HERMAN J. MANKIEWICZ • Directed by NICHOLAS RAY • Screen Play by Herman J. Mankiewicz

ANHATTAN

O THEATRES
OLISEUM
OLONIAL
AMILTON
rd ST.
th ST.
st ST.
th ST.
25th ST.
EGENT
LHAMBRA
KOURAS THEATRES
CADEMY OF MUSIC
IVERSIDE
EMO
WED. AUG. 24th THRU MON. AUG. 29th

RANDT CIRCUIT
RIC Aug. 24 thru 30th
ELWYN Aug. 31 thru Sept. 6

UGOFF & BECKER CIRCUIT
h ST PLAYHOUSE Sept. 3 thru 6

BRONX

KO THEATRES
ORDHAM
HESTER
RANKLIN
OYAL
ELHAM
ASTLE HILL
ARBLE HILL
& J THEATRES
UXOR
ARL
KOURAS THEATRES
UXEDO
ROTONA
ARK PLAZA
WED. AUG. 24th THRU MON. AUG. 29th

WESTCHESTER

KO THEATRES
roctor's, MT. VERNON
roctor's, NEW ROCHELLE
eith's, WHITE PLAINS
roctor's, YONKERS
WED. AUG. 24 thru MON. AUG. 29th

KOURAS THEATRES
ICTORIA, Ossining Aug. 24 thru 27th
APITOL, Port Chester Aug. 24 thru 29th
RONXVILLE, Bronxville Sept. 4 & 5th

UBLIX CIRCUIT
ARAMOUNT, Peekskill Aug. 24 – 27th

UPSTATE N. Y.

UBLIX CIRCUIT
ARDAVON, Poughkeepsie Aug. 24 – 30
ARAMOUNT, Middletown Aug. 24 – 27

KOURAS THEATRES
OCKLAND, Nyack
ROADWAY, Haverstraw
AFAYETTE, Suffern
Aug. 26 and 27th

ABIAN CIRCUIT
TRAND, Port Jervis Aug. 25 thru 27th
also at
CADEMY, Liberty
ROADWAY Monticello
Aug. 25 thru 27th

IGGETT-FLORIN CIRCUIT
OVER, Dover Plains
ILLERTON, Millerton
INE PLAINS, Pine Plains
Aug. 26 and 27th
ITZ, Newburgh Aug. 26 thru 29th

T. CLOUD CIRCUIT
MENIA, Amenia Aug. 26 & 27th
lso at * RITZ, White Lake Aug. 26 & 27

NEW JERSEY

KO THEATRES
ROCTOR'S, Newark
TATE, New Brunswick
Aug. 24 thru 30th

T. CLOUD CIRCUIT
NEWTON, Newton Today thru Wed.
HUNTERDON, Flemington Aug. 24 – 26th
TRAND, Hackettstown Aug. 25 & 26th
BELVEDERE, Belvedere
ROYS, Blairstown
BARN, Frenchtown
SUSSEX, Sussex
Aug. 26 and 27th
FRANKLIN, Franklin
CLINTON, Clinton Pt
Aug. 28 and 29th
WASHINGTON, Wash Aug. 28 – 30th

SKOURAS THEATRES
* STATE, Jersey City Aug. 24 thru 30th

WARNER CIRCUIT
* BAKER, Dover Aug. 24 thru 27th
* MONTAUK, Passaic
* FABIAN, Paterson
Aug. 25 thru 31st

PRUDENTIAL CIRCUIT
* PLAYHOUSE, Princeton Aug. 25 thru 27th

BRANDT CIRCUIT
* PALACE, Netcong Aug. 25 thru 27th

READE CIRCUIT
* COMMUNITY, Morristown
* MAJESTIC, Perth Amboy
Aug. 25 thru 31st
* CARLTON, Red Bank
* PARAMOUNT, Long Branch
* STRAND, Freehold
Aug. 28 thru 30th

SNAPER CIRCUIT
STRAND, Keyport—Aug. 24 thru 27th
also at STATE, Boonton Aug. 28 thru 30th

I. T. S. CIRCUIT
* RIVOLI, Belmar
* COLONIAL, Seaside Park
* ARNOLD, Point Pleasant
Aug. 30 thru Sept. 1st
* STRAND, Seaside Park
* RITZ, Spring Lake
* LAVALETTE, Lavalette
Sept. 2 and 3rd
* RIALTO, Belmar
* GROVE, Point Pleasant
Sept. 4 and 5th

BROOKLYN

* RKO ALBEE Today thru Tuesday
Fulton & DeKalb

RKO THEATRES
KENMORE
DYKER
PROSPECT
TILYOU
ORPHEUM
MADISON
BUSHWICK
GREENPOINT
REPUBLIC
WED. AUG. 24th THRU MON. AUG. 29th

CENTURY CIRCUIT
KINGSWAY—Aug. 24 thru 28th
MIDWOOD—Aug. 24 thru 29th
MARINE—Aug. 24 thru 28th
MAYFAIR—Sept. 5 & 6th

RANDFORCE CIRCUIT
AMBASSADOR
EMBASSY
Aug. 24 thru 28th
MARBORO
STADIUM
STONE
WALKER
Aug. 24 thru 29th
SAVOY Aug. 24 thru 30th
CONGRESS
SUPREME
Sept. 1 thru 4th

LOEW'S CIRCUIT
BORO PARK—Aug. 24 thru 29th

QUEENS & L. I.

RKO THEATRES
KEITH'S, Flushing
KEITH'S, Richmond Hill
STRAND, Far Rockaway
ALDEN, Jamaica
WED. AUG. 24 thru MON. AUG. 29th

SKOURAS THEATRES
ASTORIA, Astoria
RIVOLI, Hempstead
BOULEVARD, Jackson Hghts
AUG. 24 thru 29th
MIDWAY, Forest Hills
PLAYHOUSE, Great Neck
Aug. 24 thru 30th
COVE, Glen Cove
BEACON, Port Washington
Aug. 24 thru 27th
ROOSEVELT, Flushing
* MANHASSET, Manhasset
Sept. 4 & 5th
BAYSIDE, Bayside
GRAND, Astoria
BROADWAY Astoria
Sept. 4 thru 6th

PRUDENTIAL CIRCUIT
* BABYLON, Babylon
* AMITYVILLE, Amityville
Today thru Tuesday
* SAYVILLE, Sayville Aug. 25 thru 27th
* SMITHTOWN, Smithtown
* LINDENHURST, Lindenhurst
* ISLIP, Islip
* SAG HARBOR, Sag Harbor
* SUFFOLK, Riverhead
* WESTHAMPTON, West Hampton Beach
Aug. 26 and 27th
* NORTHPORT, Northport Aug. 28 & 29th
* ISLAND, East Islip
* CENTER, Center Moriches
Sept. 2nd and 3rd
* COMMUNITY, Fire Island
KINGS PARK, Kings Park
Sept. 3rd

CENTURY CIRCUIT
LYNBROOK, Lynbrook—Aug. 24 thru 28th
QUEENS, Queens Village
GROVE, Freeport
SUNNYSIDE, Woodside
Aug. 24 thru 29th
* HUNTINGTON, Huntington Station —Aug. 26 & 27th

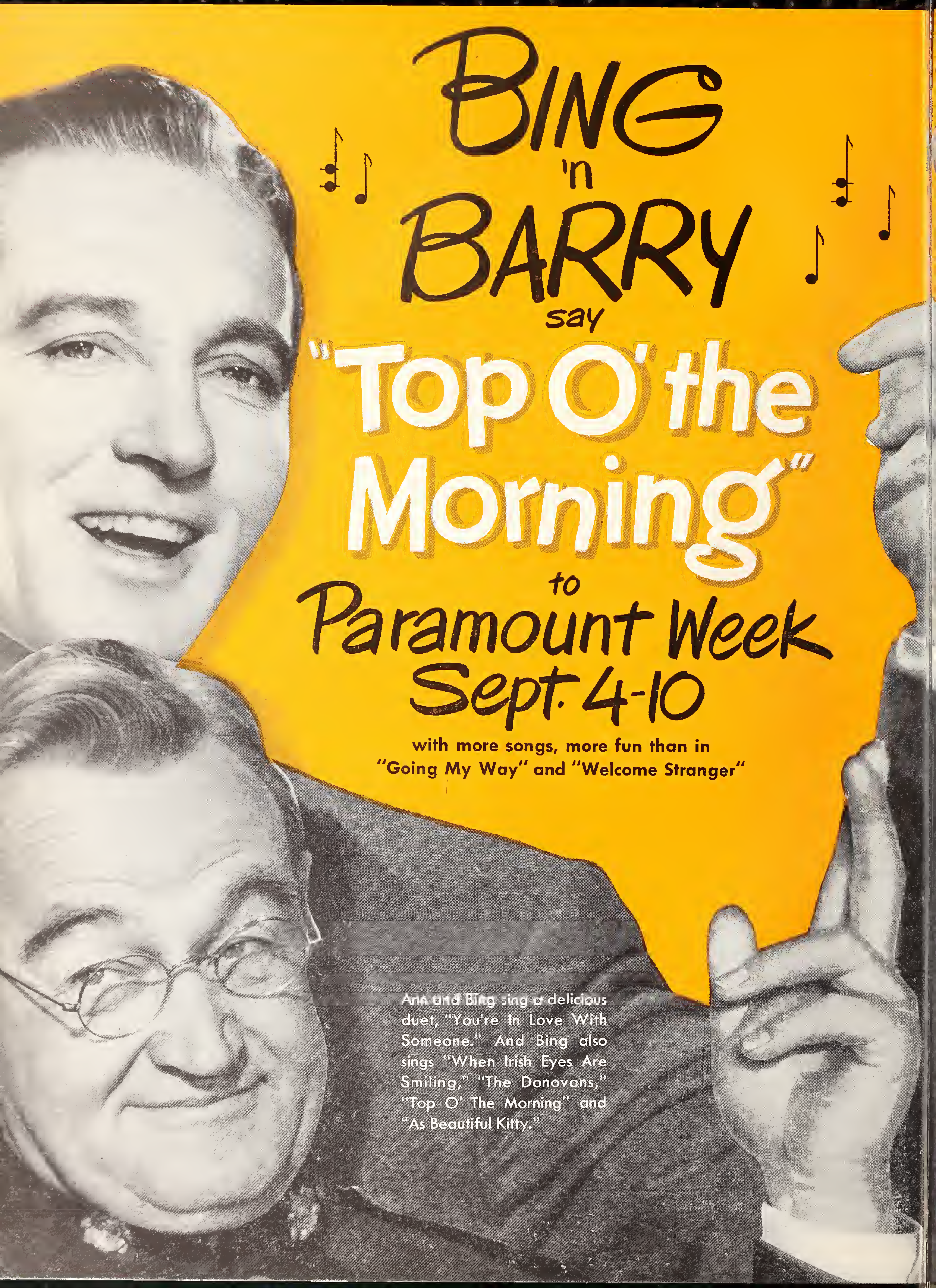
RANDFORCE CIRCUIT
LEFFERTS, Richmond Hill
MASPETH, Maspeth
Sept. 5 & 6th

RUGOFF & BECKER CIRCUIT
LAUREL, Long Beach—Aug. 24 thru 27th

LIGGETT-FLORIN CIRCUIT
* LYRIC, Oyster Bay—Sept. 4 & 5th
also at
PARK, Rockaway Park Aug. 31 – Sept. 3rd

STATEN ISLAND

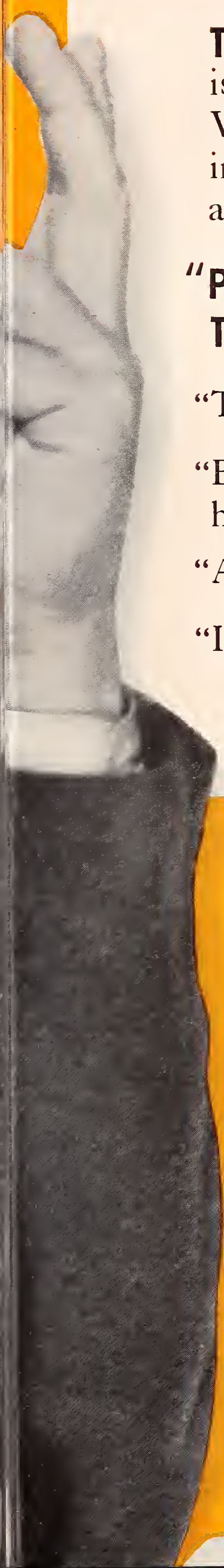
FABIAN CIRCUIT
PARAMOUNT, Stapleton—Aug. 26 - 29th
RITZ, Port Richmond—Aug. 31 - Sept. 3rd



BING 'n BARRY say "Top O' the Morning" to Paramount Week Sept. 4-10

with more songs, more fun than in "Going My Way" and "Welcome Stranger"

Ann and Bing sing a delicious duet, "You're In Love With Someone." And Bing also sings "When Irish Eyes Are Smiling," "The Donovans," "Top O' The Morning" and "As Beautiful Kitty."



TOP O' THE INDUSTRY'S BIG LABOR DAY HITS

is Bing's tuneful show that launches Paramount Week and starts the four whirlwind-windup months in the history-making Gold Rush of '49. Ten terrific attractions still to come before '50, led off by . . . . . .

"PARAMOUNT'S GROSS-INSURANCE TEAM IN THE FILM THAT SHOULD MOP UP."

—*Says Daily Variety Because:*

"This picture is one of the best of Bing's recent entries."
—*Boxoffice*

"Blyth is appealing and Barry shows off better than he has since 'Going My Way'."
—*Variety*

"A suspenseful story makes this top entertainment."
—*M. P. Herald*

"Its irresistible airs are destined for nationwide humming."
—*M. P. Daily*

starring

BING CROSBY · ANN BLYTH

BARRY FITZGERALD · HUME CRONYN

Produced by
ROBERT L. WELCH
Directed by **DAVID MILLER**
Written by Edmund Beloin and Richard Breen · Lyrics by Johnny Burke · Music by James Van Heusen

EVEN THE TRAILER IS VERY SPECIAL —WITH BING AND HIS 4 SONS
—an entertainment-plus for this very special show. You'll want to run it early and often!

20th Completes Its Drive Organization

Final territorial organization of the 20th Century-Fox branch managers' testimonial drive was completed yesterday with the selection of captains and co-captains to head the compaign in each of the company's 37 branches. The drive will start Aug. 28 and run through Dec. 31.

The captains, chosen from among the 1,233 employees, will act as exchange leaders, while each salesman will supervise his own team. Captains and co-captains in the 31 branches of the United States and Canada are:

Albany, Frank Keller and Fred Sliter; Atlanta, Marvin W. Deris; Boston, John Feloney; Buffalo, Edward L. Jauch; Charlotte, J. O. Mock; Chicago, A. A. Van Dyke; Cincinnati, Robert McNabb and Irene Sagel; Cleveland, Frank Hunt; Dallas, Sebe Miller; Denver, Carl Larson; Des Moines, L. J. Dunn and Bernice Rudston; Detroit, Al Levy and Eileen Bresnahan; Indianapolis, Kenneth Dotterer; Kansas City, Howard Kinser.

Also, Los Angeles, Morris Sudmin; Memphis, Leo R. Wintker and Paul Glisson; Milwaukee, Ray Schulz; Minneapolis, Jerry Weisfeldt; New Haven, Sam Germain; New Orleans, Henry Harrell; New York, Alex Ahrnswalder, Abe Blumstein, Moe Kurtz, Mike Muzzola and James Victory; Oklahoma City, Jack Whelihan; Omaha, Regina Molseed; Philadelphia, Nat Rosen; Pittsburgh, C. C. Kellenberg; Portland, Carl Handsaker; St. Louis, Joseph Feld; Salt Lake City, Roy Pickerell; San Francisco, Jack Erickson; Seattle, James W. Brooks; Washington, Gordon Contee.

Also, Calgary, Jack Gow; Montreal, James Pearson; St. John, Thomas M. Corbett; Toronto, Charles J. Lynch; Vancouver, Alan W. Lauberstein, and Winnipeg, A. Smith.

Family Films Rise

(*Continued from page* 1)

the heads of the motion picture preview committees of leading national women's organizations, representing a combined membership of more than 20,000,000.

The previewing groups pass judgment on about 350 pictures a year. A statistical breakdown shows that approximately 70 per cent of these have been classified for general family patronage.

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"—Ichabod and Mr. Toad"

(*Continued from page* 1)

tomer whose funnybone reacts to the subtleties of satire and the ebulliency of burlesque.

Employing Technicolor and the off-screen talents of Bing Crosby, Basil Rathbone, Eric Blore, The Rhythmaires, Pat O'Malley, John Ployardt, Colin Campbell, Claude Allister and Campbell Grant, as well as a host of artists, writers, animators and musicians, Disney has here elected for his special treatment two hilarious characters culled from the literature of England and America. From Kenneth Grahame's English fairy tale, "The Wind in the Willows," emerges that hedonist extraordinary J. Thaddeus Toad, and from our own Washington Irving's immortal "Legend of Sleepy Hollow," that human scarecrow, Ichabod Crane.

THE story of each is told separately, with the full running time of 68 minutes divided about equally. First, as the camera probes the inviting shelves of a library, the voice of Rathbone reflects upon all the amazing characters to be found within the covers of English classics, and concludes finally that none is more amazing than that indefatigable pursuer of excitement, Mr. Toad. Later, after the whirlwind adventures of this froggy member of the English gentry have thoroughly delighted eye and ear, the camera returns to examine the American section of the library where the voice of Crosby introduces Ichabod to testify to how amazing a character American literature can offer.

Mr. Toad has staunch friends who try to restrain him in his costly impetuosity. They are Mr. Water Rat (Toad's horse, Cyril, describes him accurately as "a bit stuffy"), Mr. Mole, whose face is sheer amiable vacuity, and MacBadger, the distraught keeper of the madcap Toad's accounts. Thus the English gentry comes in for a good-natured ribbing as Toad, not satisfied with racing his horse and cart through hedges and greenhouses, acquires an automobile which marks him for financial ruin, court, jail, repentance, escape, a riotous battle with a gang of Weasels, victorious acquittal. Then he's ready to start all over again—with an airplane this time! Ever in the background is the familiar pinched voice of Rathbone, serious and sincerely in sympathy with Toad in his dilemmas.

ICHABOD'S story provides Bing and The Rhythmaires with just the right setting for the kind of vocalizing that alone is worth the price of admission. And the tunes themselves should be strong contenders for radio and jukebox honors. One, "Ichabod," introduces that indescribably grotesque Yankee school teacher as he makes his initial appearance on the screen. Further on, Crosby does a whale of a solo about the charms of "Katrina," whom Ikky (as Bing is wont to call him) woos for reasons material as well as of the heart. This Disney-Crosby version of the "Legend" is in every respect faithful to the original, and the final sequence wherein the superstitious Ichabod encounters the headless horseman is, to this reviewer, the crowning achievement of motion picture cartoon humor.

There is but a solitary item on the debit side of this film. In addition to being a mouthful, the title may be found to be shy on drawing power. However, the techniques of pre-selling and promotion should prove themselves more than equal to that challenge. After that there should be gratifying business. Ben Sharpsteen was production supervisor.

Running time, 68 minnutes. General audience classification. Release date, Oct. 1.

CHARLES L. FRANKE

Trust Action Against NSS, 13 Firms Filed

PHILADELPHIA, Aug 22.—Thirteen producing and distributing companies were named as co-defendants with National Screen Service Corp. in a suit filed in the U. S. District Court here, charging violation of the Sherman and Clayton anti-trust acts and seeking treble damages of $450,000.

The action was brought by Charles Lawlor and Mitchell Pantzer, operating as the Independent Poster Exchange in Philadelphia, and charges National Screen and the producers of attempting to force the local poster agency out of business.

The suit, for which no hearing date has been set, named as co-defendants Columbia, Eagle-Lion, Film Classics, Loew's, Monogram, Paramount, Republic, RKO-Radio, 20th Century-Fox, United Artists, Universal, Warners and M-G-M.

Herman Robbins, president of National Screen Service Corp., said here yesterday:

"We were not served and, aside from what we have read in the Philadelphia papers and what your office has told us, we have no knowledge of the suit and naturally we have no comment to make until we have been served and have had an opportunity to study the papers."

Kramer Backed

(*Continued from page* 1)

funds." In contrast to ordinary setups, where funds are posted when shooting begins, Church's group is putting up sums to make possible early hiring of key personnel, building of key sets, and full two-week rehearsals by a major cast before shooting starts. This is in accordance with Kramer's method of picture making which resulted in two at production prices under $600,000 each. On the theory that "funds thus saved should be plowed into vigorous salesmanship, financiers agree to include in budgets backing for an increased publicity staff and trade and other advertising."

Mayer Warns

(*Continued from page* 1)

his post as chief of the motion picture branch of the American Military Government in Germany in about 10 days.

Mayer, now here, foresees this possibility despite assurances by Gen. John J. McCloy, U. S. high Commissioner to Germany, that he is in favor of unrestricted import of films.

Mayer also visited Israel before returning home. He stated that although the AMG decontrol is supposed to go into effect on Sept. 15, he would not be surprised if there is some delay.

Business at NY Runs

(*Continued from page* 1)

Old Summertime" at the Music Hall where, with the stage presentation, a very strong third week's gross of $142,000 is likely. Also very healthy is "Rope of Sand" with Tex Beneke and Vic Damone on stage at the Paramount which figures on about $77,000 for a robust third week.

At the Capitol, "Anna Lucasta" with Tommy Tucker's orchestra and Paul Winchell among others on stage probably will bring in about $49,000 in a fairly prosperous second and final week; it will be replaced on Thursday by "Madame Bovary." "I Was a Male War Bride" will open at the Roxy on Friday, following "Slattery's Hurricane" which, with Sid Caesar, Evelyn Knight and an ice revue on stage, is headed for a mild second week's gross of $68,000.

"It's a Great Feeling" is doing fair enough at the Strand where $20,000 is indicated for a second week. Holding up very well is "Lost Boundaries" at the Astor where the eighth week will probably bring in about $20,000. "The Window" figures to reap about $17,000 in a profitable third week at the Victoria.

"Come to the Stable" continues at a robust pace at the Rivoli which anticipates about $29,000 in its fourth week. "Mighty Joe Young" is falling off to about $12,500 in its fourth and final week at the Criterion; it will be followed by "Sword in the Desert" which has its premiere tonight.

"Too Late for Tears" might reach $13,500 in a moderate second week at the Mayfair. A first week's gross of $10,000, which is rather sluggish, is figured for "Siren of Atlantis" at the Globe. Still continuing long, successful engagements is the trio of British imports with estimated grosses as follows: "Hamlet," Park, 48th week, $9,000; "Red Shoes," Bijou, 44th week, $10,700; "Quartet," Sutton, 22nd week, $9,500.

ATOI Hits Attacks

(*Continued from page* 1)

trout, long deceased; and for the success of the conference, the whole fish should be buried," it added.

The ATOI points out that the Finneran Plan was not submitted to the Eric Johnston organization on a take-it-or-leave-it basis. "The end to be accomplished was the main thing—the correction of a condition that is doing grave harm to the industry," it declares. "Not only has the MPAA not offered any revision or counter-plan, but no producer and no spokesman for the MPAA has uttered a word in favor of the declared purpose of the plan," which would have studios chastise Hollywood talent when responsible for a bad press because of personal misconduct.

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67 Columbia Films

(*Continued from page 1*)

four of them in Technicolor and one in Cinecolor. Below are listed the films which will be made available by the company during the 12 months beginning with Sept. 1949:

Jolson Sings Again, the rest of "The Jolson Story" in Technicolor, starring Larry Parks and Barbara Hale. Sidney Buchman produced and wrote the screenplay. Henry Levin directed.

All the King's Men, Robert Penn Warren's Pulitzer Prize-winning novel. The Robert Rossen production has Broderick Crawford, John Ireland, Joanne Dru and John Derek. Rossen directed and wrote the screenplay.

Reminiscenses of a Cowboy, Frank Harris' story, with Montgomery Clift and Walter Huston. John Huston will direct, and S. P. Eagle produce.

Born Yesterday, adaptation of the Broadway play.

Tokyo Joe, post-war Tokyo, starring Humphrey Bogart. Robert Lord produced and Stuart Heisler directed.

In a Lonely Place, a second Bogart starrer, which Lord will produce and Nicholas Ray direct.

Tell It to the Judge, Rosalind Russell and Robert Cummings. Buddy Adler produced and Norman Foster directed.

A Women of Distinction, Ray Milland and Rosalind Russell co-starred. Buddy Adler will produce and Eddie Buzzell direct.

No Sad Songs for Me, starring Margaret Sullavan.

The Outer Edges, based on the novel by Charles Jackson, author of "The Lost Week-end." Rossen will produce.

City Girl, Margaret O'Brien starring.

Prowl Car, to be produced by Hunt Stromberg in documentary style. William Holden will star.

The Brave Bulls, Tom Lea's novel, to be produced by Rossen.

The Petty Girl, in technicolor. Joan Caulfield and Robert Cummings will star. Nat Perrin will produce and Henry Levin direct.

The Good Humor Man, Jack Carson starring. Lloyd Bacon directed the S. Sylvan Simon production.

Miss Grant Takes Richmond, Lucille Ball and William Holden starring. Lloyd Bacon directed the S. Sylvan Simon production.

The Fuller Brush Girl, starring Lucille Ball. Nat Perrin will produce and Lloyd Bacon direct.

Confessions of a Diaper Salesman, starring Lucille Ball.

And Baby Makes Three, Robert Young and Barbara Hale starring. Robert Lord produced and Henry Levin directed.

The Reckless Moment, starring James Mason and Joan Bennett which Walter Wanger produced and Max Opuls directed.

Cargo to Capetown, with Broderick Crawford, John Ireland and Ellen Drew in the leads.

Rogues of Sherwood Forest, with John Derek, Diana Lynn, Gig Young and George Macready; in Technicolor. Fred Packard will produce and Gordon Douglas direct.

A Mother for May, starring William Holden and Gail Russell. S. Sylvan Simon will produce and Norman Foster direct.

The Nevadan, Cinecolor Western starring Randolph Scott, produced by Harry Joe Brown and directed by Gordon Douglas.

The Palomino, in Technicolor, with Jerome Courtland, Beverly Tyler and Joseph Calleia. Robert Cohn produced and Ray Nazarro directed.

Sante Fe, second Randolph Scott Western, to be produced by Harry Joe Brown.

Dick Turpin's Ride, Louis Hayward starred. Produced by Harry Joe Brown.

The Fat Man, starring Sydney Greenstreet, based on the character created by Dashiell Hammett. Hunt Stromberg will produce.

Kill the Umpire, with William Bendix. John Beck will produce.

Fortunes of Captain Blood, Louis Hayward starred in the film version of the Rafael Sabatini novel which is a sequel to "Captain Blood." Harry Joe Brown will produce.

The Traveling Saleswoman, starring Joan Davis, with Andy Devine and Adele Jergens. Tony Owen will produce and Charles Reisner direct.

Holiday in Havana, comedy with music starring Desi Arnaz and Mary Hatcher. Ted Richmond will produce and Jean Yarbrough direct.

David Harding, Counter Spy, based on the radio character.

Las Vegas, dealing with the gambling citadel.

Chinatownn At Midnight, with Hurd Hatfield and Jean Willes. Sam Katzman will produce and Seymour Friedman direct.

Captive Girl, and Mark of the Gorilla, two more in the "Jungle Jim" series starring Johnny Weissmuller. Sam Katzman will produce.

The following 16 productions will be offered by Columbia on one contract, with the usual cancellation privileges:

He's a Cock-eyed Wonder, Leavenworth, Beauty On Parade, Customs Agent, Tyrant of the Sea, Ron Randell, Valentine Perkins and Rhys Williams head the cast, with Sam Katzman producing and Lew Landers directing, Prison Warden, starring Warner Baxter with Anna Lee, James Flavin and Harlan Warde, Rudolph Flothow producing and Seymour Friedman directing, Military Academy, Rusty's Birthday, with Ted Donaldson, John Litel, Ann Doran and Jimmy Hunt head the cast, Wallace MacDonald producing and Seymour Friedman directing, Barbary Pirate, Donald Woods, Trudy Marshall, Lenore Aubert and Stefan Schnabel heading the cast, Sam Katzman producing and Lew Landers directing, Girl's School, drama set against background of an exclusive young ladies' academy. Joyce Reynolds starred, Wallace MacDonald producing and Lew Landers directing. Mary Ryan, Detective, Marsha Hunt starred, Rudolph Flothow produced and Abby Berlin directed. On the Isle of Samoa, Bodyhold, which Rudolph Flothow will produce and Seymour Friedman direct.

There will also be three more of the "Blondie" series: Blondie Hits the Jackpot, Beware of Blondie and Blondie's Hero. Penny Singleton and Arthur Lake will again have the top roles. Two will be produced by Ted Richmond and one by Milton Feldman. All will be directed by Edward Bernds.

Gene Autry, will be represented on the program in four features in which he and his horse, Champion, will star.

There will also be two "action musicals" starring Eddy Arnold, hillbilly radio and recording artist.

Rounding out the program will be eight more of the Westerns, starring Charles Starrett and Smiley Burnette.

Hughes Deal Off

(*Continued from page 1*)

due hardships in effecting corporate changeovers. Moreover, the impression is also entertained here that Hughes feel time may serve him in good stead. It likewise appears apparent an extension beyond Nov. 8 would give him added opportunity to consider other offers for his stock, if any other offers are made.

The Fox-Work-Meyer negotiations at $6 a share for Hughes' 929,000 shares in the to-be-formed theatre company were described by the latter as having been "temporarily suspended." In a brief statement, Hughes said:

"I have decided not to close any transaction at this particular time for sale of my interest in the new RKO theatre company. Therefore, discussions pertaining to an offer for my interest made by Stanley Meyer, Cliff Work and Matthew Fox have been temporarily suspended."

Fox, who flew here from New York to expedite the deal which reached its extended deadline today, stated he and his associates will have no comment to make at present.

The unexpected switch in the situation is not believed to bear in any wise on the option held by the Atlas Corp., which has been making pointed query about the Fox-Work-Meyer offer. As reported, Atlas was given an option to match any offer for the purchase of Hughes' interest in the contemplated theatre company at the time RKO, the parent company, changed ownership. Subsequently, it developed Atlas did not intend matching the bid which Hughes today rejected, but had been probing that offer presumably to establish to its satisfaction that it was bona fide.

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The Theatre Owners of America
THROUGH GAEL SULLIVAN...

The Allied States Association of Motion Picture Exhibitors
THROUGH WILLIAM L. AINSWORTH...

have pledged their organizations' wholehearted support!

Distribution under the leadership of Abe Montague, Columbia Pictures Vice-President and General Sales Manager, has mobilized combined Distributor sales organizations to solicit your pledge and obtain your playdate.

Local Chairmen are working with Distributors and local theatre organizations to further this great cause.

National Screen Service has been designated by the Motion Picture Industry to handle physical distribution for the film.

For any further information or assistance, communicate with your Local Chairman or National Screen Service manager.

NATIONAL *Screen* SERVICE
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 38 NEW YORK, U.S.A., WEDNESDAY, AUGUST 24, 1949 TEN CENTS

Producers to Have Piece of NEFC's Films

Stock Subscriptions in Los Angeles Next Month

Participation deals with producers are expected to figure importantly in the production financing activities of National Exhibitors Film Co. when it begins operations next month, it is learned.

Many producers who bring their package deals to the company for completion money will be offered a piece of the picture in lieu of salary and other specific production costs. A producer's participation might vary from 10 to 25 per cent, depending upon the property offered and the individual's performance.

With banks and other financing organizations participating to the extent of 40 to 60 per cent, NEFC's own interest could range from 15 to 50 per cent, depending upon the individual deals made.

Indications are that the next meet-

(*Continued on page* 4)

Ask 10% Raise for 1,100 'Collarites'

Warners, Universal, United World, Pathe Laboratories, Castle Films, Ace Laboratory, Loew's Robbins Music Co. and Warners' Music Publishers Holding Co. will receive within the next week demands for a 10 per cent general wage increase for their 1,100 "white collar" employes here, it was disclosed yesterday by a spokesman for the IATSE Motion Picture Home Office Employes Local No. H-63.

Memberships of the units held a joint meeting last night to draft demands, which also include those for improved working conditions and shorter hours. The local recently won a 10 per cent general wage hike at

(*Continued on page* 4)

Plans Full-Length Feature on Vatican

London, Aug. 23.—Hans Nieter O'Leary, managing director of Seven-League Productions, Ltd., states he has been granted permission by the Pontifical Commission to make a full-length film of the Vatican in Technicolor. The plan is to have the project

(*Continued on page* 4)

Prestige Mounts for US Films Abroad: McCarthy

American motion pictures are winning the renewed respect of high-placed Europeans who heretofore have been Hollywood's most relentless critics, according to John G. McCarthy, managing director of the Motion Picture Association of America's international division.

Reporting on his recent two-month tour of Europe to member company foreign managers at a meeting held here yesterday, McCarthy observed that many recent pictures are rebuilding prestige for Hollywood in nearly every country of Western Europe and in Scandinavia.

Increasing recognition of the quality of American films among high-placed Europeans, McCarthy said, has resulted in part from the efforts of European representatives of the MPAA who, in cooperation with Continental film boards and member companies, have been striving to get opinion leaders and government heads in the various European capitals to see and in some cases to preview U. S. films.

Special previews for select groups have been of inestimable value in en-

(*Continued on page* 4)

Montague Stresses Showmanship Need

Chicago, Aug. 24.—The importance of good product combined with good showmanship will be highlighted in an address to be made here today by A. Montague, Columbia's general sales manager, who is currently conducting the first national sales convention to be held by the company in several years, all this week at the Ambassador East Hotel.

A. Montague

Montague said, "to realize every potenial dollar in any pictures, we need good showmanship. While showmanship may

(*Continued on page* 4)

U. K. Exhibitors to Air Views on 'Sword'

London, Aug. 23.—Attitude of British exhibitors toward "Sword in the Desert," Universal film dealing with Palestine, is expected to be probed when the general council of the Cinematograph Exhibitors Association meets here on Wednesday.

Controversy over the film is mounting here following a screening for newspaper reviewers yesterday.

George to Continue Fight for Tax Cut

Washington, Aug. 23.—Senate Finance Committee chairman Walter F. George said today that he will continue to seek reduction of the excise taxes despite Monday's blunt "no" by the House Ways and Means Committee chairman Robert L. Doughton. But he conceded that the fight will be "very difficult," a description which observers feel is an understatement.

"Sword in the Desert"

[*Universal-International*]—Stirring Adventure in Palestine

OVERRIDING international delicacies inherent in the situation, Robert Buckner becomes responsible for the first Hollywood-made film on Palestine. It is a responsibility which he meets well, for "Sword in the Desert" is an exciting and vigorous motion picture maintaining reasonable balance of hair-trigger material with a highly explosive content.

What showmen will want to know principally is less about ideology and more about the gross potential. The two are joined in an escapable mixture, of course. But the film, which probably will fan the flames of controversy, essentially is a melodramatic yarn of bold adventure and daring deed and, as such, drops easily into the entertainment category.

The story antedates the establishment of the State of Israel and deals with the fight of the Jewish underground—never more clearly defined—to hasten the withdrawal of the occupying British Army. Under dramatic formula, audience sympathy has to flow in some direction and its lack of sympathy in another. In "Sword in the Desert" the sympathy

(*Continued on page* 4)

60 Executives Of 14 Groups To 'PR' Meet

Total Expected to Grow Before End of the Week

Sixty executives representing 14 industry groups and organizations thus far have accepted invitations to attend the exploratory all-industry public relations meeting to be held on Aug. 30-31 at the Drake Hotel, Chicago. This was disclosed here yesterday by Ned E. Depinet, chairman of the Motion Picture Association of America's exhibitor-community relations committee. Depinet reported acceptances to date as follows:

Allied States Association: William Ainsworth, Abram F. Myers, Charles Niles, Trueman Rembusch, Martin Smith and Jack Kirsch.

Independent Theatre Owners

(*Continued on page* 4)

Myers Hails FCC's Ban on Giveaways

Washington, Aug. 23.—Abram F. Myers, Allied's general counsel, today hailed last week's Federal Communications Commission's ban on radio giveaways and legislation knocking out the Internal Revenue Code requirement that salaries in excess of $75,000 annually be published. Both should prove very beneficial to the film industry, he said.

On the giveaway ban, Myers said he thought it quite likely that "a good many people who will stop standing around radios in the hope of winning a prize will go to the theatre, where their time will be well spent."

Myers added he did not expect to issue any statement in advance of his plans for the Chicago public relations meeting next week. He might take a written statement with him, he said, but he does not contemplate anything more than that.

Financing of 'P. R.' Remains Undecided

The financing of a continuing industry public relations program will be the "X-factor" when the all-industry meeting convenes in Chicago on Aug. 30-31.

This algebraic reference was made yesterday by an official source to em-

(*Continued on page* 4)

Personal Mention

OSCAR MORGAN, Paramount short subjects and reprints sales head, will be honored on his 35th anniversary with the company by a luncheon at Sardi's on Sept. 1.

•

Barney Balaban, president of Paramount, is due back in New York on Tuesday on the *S. S. Saturnia* after a vacation in London, Paris and the Riviera.

•

William J. Heineman, Eagle-Lion distribution vice-president, left here yesterday for Hollywood where he will remain for a week.

•

John Joseph, executive assistant to Howard Dietz, M-G-M advertising-publicity vice-president, will leave New York for Hollywood tomorrow.

•

Jacqueline Dempsey has been appointed fashion editor of *Photoplay* magazine.

•

Mary Pickford returned to the Coast yesterday by United Air Lines.

A. G. D. West Killed In Mountain Climb

London, Aug. 23.—A. G. D. West, executive in charge of television for the J. Arthur Rank organization, met his death while mountain-climbing in the Alps, according to word received here today. He was 52 years old.

Mrs. Bessie N. Ritchey

Funeral services were held yesterday in St. John's Episcopal Church, Stamford, Conn., for Mrs. Bessie Norton Ritchey, mother of Norton V. Ritchey, president of Monogram International, who passed away Sunday, at Martha's Vineyard, Mass. She had resided in Stamford. Mrs. Ritchey is survived by another son, James V. Ritchey, Jr., of Darien, a vice president of Chase National Bank. The deceased was the wife of the late James V. Ritchey, pioneer motion picture executive.

Bernstein Transferred

Robert Mochrie, RKO Radio sales vice-president in charge of domestic distribution, yesterday appointed Jack Bernstein, branch manager at Toronto, as branch manager at Cleveland, succeeding Harry H. Walders, resigned. Jack Labow, Toronto salesman, succeeds Bernstein.

Fourth Reade Drive-in

The Lawrence Drive-In Theatre, located near Trenton, opened last night as the fourth outdoor theatre operated by the Walter Reade circuit. Paul Peterson, formerly manager of Reade's Woodbridge, N. J., drive-in, will manage.

Greenberg Resigns Post

Harry Greenberg, Far Eastern representative for Samuel Goldwyn Productions and Walt Disney for the past three years, has resigned.

Using Theatre Stage To Celebrate Mass

On Sunday mornings, Loew's Dyckman Theatre in upper Manhattan plays a new role. The Loew management has turned over the theatre to the Parish of St. Jude and five masses will be celebrated on the stage of the theatre each Sunday until construction of the new St. Jude's Church nearby is completed.

4 - Month Promotion For 20th-Fox's 'Doll'

The promotional resources of Lever Brothers, Columbia Broadcasting and 20th Century-Fox will be combined for a "Lux Girl" contest to be run nationally during a four-month period starting tomorrow and ending Dec. 5.

Object of the contest will be the celebration of the 15th anniversary of the Lux Radio Theatre by a national search to find the nation's most beautiful 15-year old girl, in a tieup with 20th Century-Fox's "Oh, You Beautiful Doll." The search will be launched in 149 cities when local CBS stations blanket the areas with spot announcements on the hunt.

'Mighty Joe' to Open At 200 Houses Here

Merian C. Cooper's "Mighty Joe Young" being released by RKO Radio, will open throughout the entire metropolitan area here immediately following the conclusion this week of a four week's run at the Criterion Theatre on Broadway.

An area premiere involving over 200 theatres is set for today.

U-I Aiming "Hamlet" For General Release

Universal-International is inaugurating a new selling policy for "Hamlet," starting late in September, and will seek to play the picture in every theatre in the United States. Until now it has played about 350 engagements on a reserved-seat two-a-day policy.

'Sword' Premiere

Invitational world premiere of Universal-International's "Sword in the Desert", said to be the first Hollywood film to deal with recent Palestine history, was held at the Criterion Theatre here last evening. Among those invited were Mayor William O'Dwyer, Marta Toren, Yvonne De Carlo, Laraine Day, John Garfield, Nancy Walker, Mary Small, Sonny Tufts, Patricia Alphin, Irving Berlin, Jessica Dragonette, Gene Tunney, Mrs. Lou Gehrig, and Aline MacMahon, and a long list of industry executives.

'Battleground' Dated

M-G-M's world premiere of "Battleground" will take place on Nov. 10 at the Astor Theatre here, with regular showings to begin the following morning.

NEWS in Brief

NOMINATIONS will be held tomorrow night for four officers and 11 members of the board of directors of the National Television Film Council, at the Council's monthly dinner-meeting at the Fifth Avenue Brass Rail.

'Jimmy' Drive Nets $320,000

Boston, Aug. 23.—New England's 1949 "Jimmy" fund drive, sponsored by the local Variety Club and other amusement interests, has raised $320,000 for the Children's Cancer Research Foundation, according to Martin J. Mullin, representing the club, and Louis Perini, president of the Boston Braves, co-chairman of the drive.

John J. Dervin, president of the foundation, announced $255,000 will be spent this year in research on children's cancer, and that the board of trustees had voted to allocate $300,000 for the construction of a new research building.

Fried Appeals Ruling

Philadelphia, Aug. 23.—Fried Theatre Management Corp. filed a motion today for a hearing on the ruling by which Federal Judge George A. Welsh refused an injunction against eight major distributors to supply Fried's new City Line Theatre with key run product day-and-date with Warner's 69th Street Theatre and Paramount's Tower Theatre.

Hits UA on Extended Run

Chicago, Aug. 23.—United Artists' attempt to gain an eight-week extended Loop run for "Come to the Stable" under the Jackson Park decree was contested here by Tom McConnell, attorney in the original case, who said that UA, being neither an operator or renter of the Balaban and Katz house involved, had no right to obtain an extension. Federal Judge Michael Igoe will hear the request on Sept. 13.

Ask Schine Court Order

Buffalo, Aug. 23.—Department of Justice attorneys have asked Federal Judge John Knight to direct Schine Chain Theatres to cease its legal fight in Ohio for distribution of assets of the Medina Princess Corporation, charging that the legal contest is being used by Schine to retain its 25 per cent interest in the corporation. Judge Knight has reserved decision.

TOA Planners to Convene

Hollywood, Aug. 23.—Theatre Owners of America convention chairmen will hold their final meeting here on Friday preliminary to the Sept. 12-15 annual conclave. Charles P. Skouras, over-all chairman of the convention, will preside at Friday's meeting, and TOA board chairman Ted R. Gamble will fly here from Portland to attend.

Drive-In Wants First-runs

Chicago, Aug. 23.—Claiming larger grosses that Loop houses, the Twin Drive-In here, owned by Nate Barger and Tom Flannery, has asked Warner Bros. for first-run product. Tom McConnell, attorney for the drive-in, claimed refusal would be in violation of the Jackson Park decree.

Newsreel Parade

"CONNIE MACK DAY" in New York is spotlighted by all current newsreels. Other items include a look at Gar Wood's new-style speedboat in action, the meeting of disabled veterans in Cleveland, Navy maneuvers, golf and swimming championship matches, and the doings of Harry Truman, Henry Wallace and Bernarr MacFadden. Full contents follow:

MOVIETONE NEWS, No. 68—Gar Wood's speedboat. Disabled veterans meet in Cleveland. Swiss Alps fortifications. Amphibious maneuvers in Virginia. Bernarr MacFadden, 81-year-old parachutist. National AAU men's swim meet in Los Angeles. Connie Mack Day.

NEWS OF THE DAY, No. 302—Honor Connie Mack. Swiss reveal secret defense in Alps. Gar Wood's invention. Navy "frog-men" get workout. Disabled veterans' convention. U. S. golfers keep Walker Cup. Jap swimmers win U. S. meet.

PARAMOUNT NEWS No 1.—AAU swimming meet provides greatest swim performance on record. Harry Truman's busy day. First test for Gar Wood's "no roll" boat. Connie Mack, baseball's elder statesman, honored.

TELENEWS DIGEST, No. 34-A—Communist tension in Finland. Henry Wallace speaks on military aid program. Cold weather arms test in Canada. Fun the American way in Germany. The *U. S. S. Missouri* lands in Cherbourg, France. Naval squadrons to Honolulu training base. Connie Mack Day.

UNIVERSAL NEWSREEL, No. 276—"Flying saucer" model mystery ship. Swiss secret defense. Gar Wood invention. Honor Connie Mack. AAU diving.

WARNER PATHE NEWS, No. 3—Jet planes refuel in mid-air. Gar Wood's ship. Furs. MacFadden parachute jump. Connie Mack. Cuban channel swimmer. Horse jump record. Men's AAU swim meet.

Report 'Roseanna' Outgrosses 'Years'

Additional field reports disclose that Samuel Goldwyn's "Roseanna McCoy" is outgrossing "Best Years of Our Lives" in early dates at situations which played both films and with "Best Years" at advanced admissions in some spots. "McCoy" drew about $11,700 in four days at the Circle, Indianapolis, compared with $10,000 for "Best Years" in seven days at popular prices.

"McCoy" reportedly did over $3,000 on its opening day last Saturday at the Tennessee Theatre, Knoxville, whereas "Best Years" brought $6,100 for a full week at advanced admissions. The opening day's pace continued through the week at the Albee, Cincinnati, where "McCoy" drew about $18,500 in five days, against $16,000 for "Bishop's Wife" in a complete week, the latter being Goldwyn's previous topper at the house.

Connecticut MPTO Golfs

Hartford, Aug. 23.—The annual golf tournament of the MPTO of Connecticut was held here yesterday at Racebrook Country Club, Orange, Conn. George H. Wilkinson, Jr., owner of the Wilkinson Theatre, Wallingford, and president of the MPTO, and Albert M. Pickus, owner of the Stratford Theatre, Stratford, and regional vice-president of the TOA, were co-chairmen, and Herman M. Levy, general counsel of the TOA and executive secretary of the MPTO of Connecticut, was secretary.

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EYES GROW BIGGER AND BIGGER!

THE INDUSTRY WATCHES AS M-G-M's HIT PARADE ROLLS ON!

There has never been anything in the industry to compare with the consistent run of fine attractions from the Friendly Lion! We refused to hold back our Big Ones all Summer long! And now we're launching your Fall Season with even Bigger Ones!

"MADAME BOVARY" (gold-digger)

She's taking over the Capitol, N. Y. and everywhere. Cosmopolitan Magazine's "Picture of the Month", greatest woman's picture in years!

"IN THE GOOD OLD SUMMERTIME" (records go boom)

Radio City Music Hall sets new records as M-G-M's Technicolor musical beats the heat. Here's another Coast-to-Coast winner!

"THAT MIDNIGHT KISS" (can't miss)

Preview crowds in N.Y. duplicate Coast reaction in cheering another big M-G-M Technicolor musical. Watch for the screen's newest singing star!

"THE RED DANUBE" (to the box-office)

M-G-M Previews are the talk of the film colony. One Big One after another. Here's truly great entertainment packed with stars in action. It's coming to join your Fall Parade of M-G-M Hits!

"THAT FORSYTE WOMAN" (what a cast!)

A BIG All-Star production and Technicolor too. The famed novel at last on the screen (based on "The Forsyte Saga") in a magnificent M-G-M attraction.

"INTRUDER IN THE DUST" (a must)

Because of the excitement of its West Coast Preview, a work print was rushed to New York and identical audience response points to one of the year's outstanding attractions!

"ADAM'S RIB" (rib-tickling)

At press time, word comes of the latest in M-G-M's Preview Hit Parade. Unanimous audience reaction acclaims the most uproarious comedy in years, star-studded, brimful of joy! Watch!

"BATTLEGROUND" (Biggest since sound)

Long in advance of release, its previews in Los Angeles and New York have brought it unprecedented acclaim! Academy Award stature!

NEFC's Films

(Continued from page 1)

ing of NEFC's executive committee will be held in Los Angeles about Sept. 12, as most of the members of the committee will be there at that time to attend the Theatre Owners of America convention.

At a subsequent meeting, which probably will be held in New York, the stockholders will elect directors and the latter will elect corporation officers.

US Films Abroad

(Continued from page 1)

couraging a greater appreciation of American films, he said.

During his tour of Europe, McCarthy visited England, France, Germany, Norway, Sweden, Denmark, Finland, Belgium and Switzerland.

Maas to Germany for MPEA

Irving A. Maas, vice-president and general manager of the Motion Picture Export Association, will leave here by plane tomorrow for Germany to supervise the setting up of MPEA service facilities and to straighten out problems that have developed there in connection with continuing the sales and operations of MPEA during the transitional period ending Dec. 31.

Before proceeding to Frankfurt, Maas will stop at Paris to attend a meeting of Continental managers.

Keppner Builds Another

HARTFORD, Aug. 23.—Latest theatre in the Hartford territory will be the 750-seat Burnside at East Hartford, now being built by Burnside Theatre, Inc., of which Morris Keppner, Hartford exhibitor, is president. Opening is planned for September.

Protect your money when you travel!

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"Sword in the Desert"

(Continued from page 1)

flows to the Jewish cause and its followers, and the British are the heavy. But this is where Buckner's story and George Sherman's direction strike their balance.

Jewish irregulars and British regulars alike are killed in battle. The emphasis on the Jewish side is against needless violence while the British are portrayed as firm, but always polite, considerate and fair. British policy—a willingness to withdraw once a formula of partition with the Arabs is mutually reached—is stressed. So, too, the centuries' old desire of the Jews for a homeland which history long since established had been promised them.

THE British officers are dedicated to their duty and their orders although it is suggested that some of them have their own private doubts. The Jewish underground leaders appear to have no argument with the British as soldiers but considerable argument with policy which tells those soldiers what they must do. The impression thereby established is that here are two determined adversaries, each committed to his own cause and viewpoint, doing what each can to support his cause.

Against this background is the story of illegal entry, the absorption of Jewish refugees into Jewish villages, the efforts of British sea and land patrols to isolate and incarcerate them and the clash of the resisting forces. The principal individuals are Stephen McNally, Jewish underground leader, and his sweetheart, Marta Toren, illegally broadcasting as the "Voice of Israel." Dana Andrews, the hard-bitten sea captain who brings in the refugees, is cut off from his ship and thrown in with the Jews whose courage he learns to respect to that degree which finally determines him to fight on their side. Jeff Chandler, an interesting newcomer, plays the Jewish military leader whose capture Andrews prevents. Liam Redmond is a scrappy Irishman who fights with the underground because it gives him an opportunity to fight the British.

THE atmosphere is charged with excitement and a constant sense of danger. There are flashing raids in the night desert sands, a bold attack on the British camp where Chandler is held prisoner, scenes of road mines destroying British convoys and violent action which inevitably links with this kind of a story.

McNally is especially good as David Vogel in a cast which performs well in major and minor roles. Production values are excellent.

Running time, 100 minutes. General audience classification. For September release.

RED KANN

Ask 10% Raise

(Continued from page 1)

Republic's home office and Consolidated Laboratories.

IATSE international president Richard F. Walsh and executives of the film laboratories will confer here today on the deadlocked contract negotiations involving Technicians Local No. 702.

Additionally, Walsh will confer today with Paramount executives on the negotiations deadlock involving "IA" Motion Picture Home Office Employes Local No. H-63 and Paramount-International and Paramount News.

Feature on Vatican

(Continued from page 1)

completed for international distribution in 1950, which is Holy Year.

Associated with O'Leary, who is well known in the documenatry film field, will be Guido Manera of Phoenix Films, Rome, who also is prominent in the same field. He will serve as associate producer.

Personal to Abe Montague, Vice President and General Sales Manager, Columbia Pictures.

Congratulations on "Jolson Sings Again"—his best.

Your biggest picture of 1950 can be

'YELLOW KID WEIL'

(Autobiography of America's Master Swindler)*

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RAndolph 6-6650

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Montague Stresses

(Continued from page 1)

have died out a little during the lucrative days of the war, it now becomes an absolute necessity as a peace measure for the success of the entire industry. Good pictures are here today, and we hope for many days to come, but good showmanship pays off 52 weeks of the year."

Stressing the need for cooperation between distributor and exhibitor, Montague added: "When I talk about showmanship, I don't mean exhibitor showmanship or distributor showmanship; I mean industry showmanship. Ours is a partnership business. And more and more we welcome the recognition of the fact that all branches of this business have a joint responsibility and a joint interest in selling our product to the public. At Columbia we are very much aware of our share of this responsibility, and we are very eager and willing to assume our fair share of this responsibility with the exhibitor. On the other hand, fair-minded exhibitors are just as eager and anxious to assume their part," Montague concluded.

Cohn Leaves for Chicago

Jack Cohn, executive vice-president of Columbia, left here yesterday by plane for Chicago to attend the company's national sales convention.

Lafayette Tours East

ALBANY, N. Y., Aug. 23.—Murry Lafayette, general sales manager of National Heaters Inc., is here from the Coast to introduce a new in-car heater for drive-in theatres. He plans to visit Syracuse, Boston, New York and other Eastern cities. Lafayette, formerly with 20th Century-Fox and Warner Theatres in the Albany zone, expects to set up distribution offices in this area soon.

'PR' Attendance

(Continued from page 1)

ASSOCIATION: Harry Brandt and Max Cohen.

METROPOLITAN MOTION PICTURE THEATRES ASSOCIATION: Leo Brecher, D. John Phillips and Oscar A. Doob.

MOTION PICTURE ASSOCIATION OF AMERICA (including the Exhibitor-Community Relations Committee): Eric Johnston, Ned E. Depinet, William F. Rodgers, Austin C. Keough, Maurice Bergman and Francis S. Harmon.

MOTION PICTURE INDUSTRY COUNCIL: Roy Brewer and Art Arthur; George Murphy for the Screen Actors Guild; Allan Rivkin and Leonard Spiegelgass for Screen Writers Guild; Y. Frank Freeman for the Association of Motion Picture Producers. Two representatives for the Screen Directors Guild will be named later in the week.

PACIFIC COAST CONFERENCE OF INDEPENDENT THEATRE OWNERS: H. V. (Rotus) Harvey.

SOCIETY OF INDEPENDENT MOTION PICTURE PRODUCERS: Ellis Arnall, Gunther R. Lessing and Robert J. Rubin.

THEATRE OWNERS OF AMERICA: Arthur H. Lockwood, Gael Sullivan, Herman M. Levy, Earl J. Hudson, Edward Zorn, Edward Silverman, John Balaban, Walter Reade, Jr., John Q. Adams and James Coston.

TRADE PRESS PUBLISHERS: Jack Alicoate, Jay Emanuel, Abel Green, Charles E. Lewis, Martin Quigley, Ben Shlyen, Morton Sunshine, Mo Wax and William R. Wilkerson.

VARIETY CLUBS: Robert J. O'Donnell, International Chief Barker.

NEWSREELS: Edmund Reek, chairman of the Newsreel Editors Committee.

PUBLICITY DIRECTORS: Mort Blumenstock, chairman of the Advertising and Publicity Directors Committee.

NATIONAL SCREEN SERVICE: Herman Robbins.

CANADIAN MOTION PICTURE INDUSTRY COUNCIL: Fred Dillon and J. J. Fitzgibbons.

In addition to the official delegates listed in the MPAA group above, the following will also be present in Chicago to aid the MPAA delegation: Leon J. Bamberger, assistant to Depinet; Henderson M. Richey, alternate and assistant to Rodgers; Louis A. Novins, associate of Austin C. Keough; Sidney Schreiber, Kenneth Clark, Arthur DeBra, Robert W. Chambers and Manning Clagett.

Because each participating group was originally called upon to determine the size of its own delegation, it is expected that additional names will be added to the attendance list before the end of the week.

'P.R.' Financing

(Continued from page 1)

phasize that the pledging of funds for such a program will depend entirely on the extent to which the conclave acts in behalf of an active all-industry public relations program. Also, it was pointed out, it will be up to the meeting delegates to decide how much should be pledged and how the financing should be shared.

Meanwhile, the contingent which will represent the Motion Picture Association of America at the meeting will engage in a preliminary parley of its own in Chicago on Monday. It was not certain yesterday whether MPAA president Eric A. Johnston would arrive in that city in time to participate.

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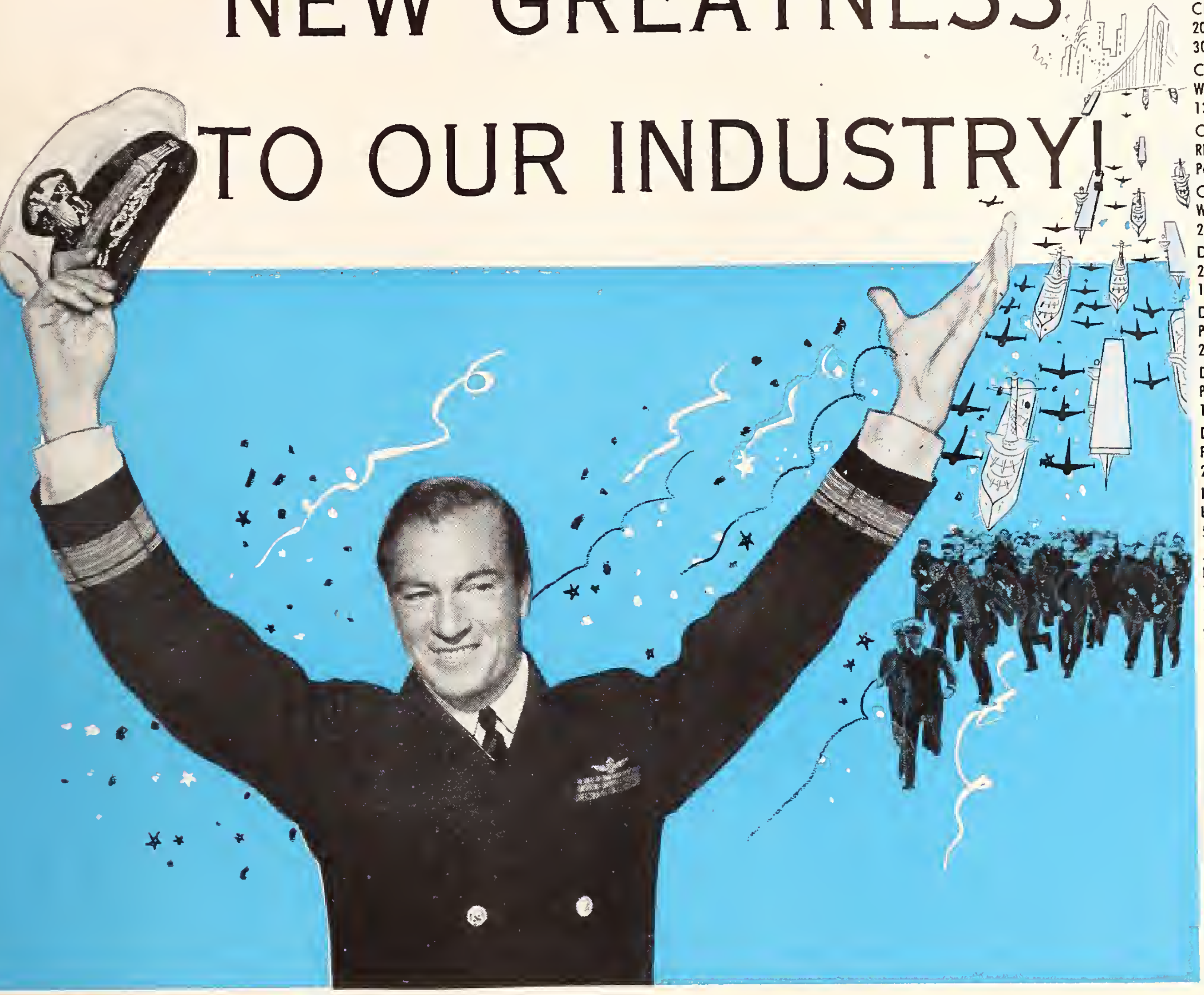

WARNER BROS.' TRADE SHOW AUGUST 29 FOR

TASK FORCE

STARRING

GARY COOPER

with

JANE WYATT · WAYNE MORRIS · WALTER BRENNAN · Written and Directed by DELMER DAVES · Produced by JERRY WALD

Original Music by Franz Waxman

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 3:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 2:00 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

"We have always considered the Woods Theatre the home of Hollywood's best. We were offered many pictures, but after seeing it, we had *to play JOLSON SINGS AGAIN, the most outstanding picture in years."*

—Ed Silverman

Jolson Sings Again has its Midwest Premiere at the Woods Theatre, Chicago, today. It is now in extended run at Loew's State Theatre, New York.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 39 NEW YORK, U.S.A., THURSDAY, AUGUST 25, 1949 TEN CENTS

RKO Seeking More Time for Divorcement

Depinet Confirms Talks With US Are Continuing

That RKO is seeking additional time to effect divorcement under the consent decree which it entered in the industry anti-trust suit was confirmed here yesterday by Ned E. Depinet, company president. Reorganization of the company is called for by Nov. 8 under the settlement.

Reports of the RKO bid for the extension were heard over last weekend concurrent with the announcement that Howard Hughes had suspended negotiations with Matthew Fox, Cliff Work and Stanley Meyer on sale of Hughes' controlling stock, totalling 24 per cent, in the new RKO theatre company which is to be formed.

(*Continued on page* 4)

Columbia Increases Schedule of Shorts

CHICAGO, Aug. 24.—One of the largest short subject line-ups in Columbia's history will be offered for 1949-50, it will be announced here tomorrow at the company's annual sales convention, now in session at the Ambassador East Hotel.

The program calls for four serials, three of them new and one re-released, plus 98 short subjects, 26 in two reels

(*Continued on page* 5)

Film Classics in England to Clift

LONDON, Aug. 24.—Sir Sidney Clift is about to acquire International Film Renters, Ltd., and release Film Classics through it. Associated with Sir Sidney, who is prominent in British exhibition, will be David E. Griffiths, president of the Kinematograph Renters' Society, and David Coplan, formerly managing director for United Artists here and now representing Sol Lesser.

One of the purposes of Sir Sidney's recent American trip was to discuss Film Classics distribution here as well as availability of the Cinecolor process in Britain with Joseph Bernhard. The Cinecolor phase awaits issuance of governmental licenses to cover construction or acquisition of the required processing plant.

TOA's 'P. R.' Agenda: Taxes, Research, Video

Campaigns against all forms of adverse legislation, development of plans to increase theatre attendance, establishment of an all-industry public relations program and a film research system are among the subjects suggested by the Theatre Owners of America for the agenda of the all-industry public relations conference in Chicago on Aug. 30-31.

"TOA is solidly behind the idea of the all-industry conference," TOA president Arthur H. Lockwood yesterday declared in a letter to Ned E. Depinet, chairman of the exhibitor and community relations committee of the Motion Picture Association of America. Lockwood said the TOA committee which will attend the sessions has not yet met but that it would be in

(*Continued on page* 5)

MPAA, TOA Others Unite Against US Tax

WASHINGTON, Aug. 24.—With the tacit understanding that efforts put forth this year will bear fruit next year even if the 20 per cent admission tax is not reduced this year, Motion Picture Association of America and Theatre Owners of America have pledged themselves to continue the battle with 17 other trade associations for repeal of the war time excise tax increase. The campaign is being carried on under the leadership of the American Retail Federation.

The group refuses to admit defeat this year, although privately there is little hope for final action. In a communication sent the White House this week, it was predicted that failure to reduce excises this year will result in unemployment in many industries affected.

U. S. Tax Income Is Up Over Last Year

WASHINGTON, Aug. 24.—The U. S. Treasury, reporting final figures tonight on admission tax collections under the 20 per cent excise levy, for the fiscal year of 1948-49, showed the boxoffice turned in a slightly higher Federal revenue in the year ending June 30, 1949, than in the previous 12 months—$385,843,793, compared with $385,000,699. The difference was $743,094 over the 12-month period.

However, admission tax collections fell off by nearly $2,000,000 last month

(*Continued on page* 5)

Johnston Sees All 'Pulling Together'

Hollywood, Aug. 24.—Motion Picture Association of America president Eric Johnston, in accepting an invitation to address a convention dinner of the Theatre Owners of America here on the evening of Sept. 14, said, "I like to think we are entering a new era in the motion picture industry—an era in which all elements will pull together to produce better pictures and bring more patrons to the box-office. We have learned that calling names and throwing stones at each other accomplish neither."

14 from MGM In 4 Months

Metro-Goldwyn-Mayer will release 14 productions in September through December, William F. Rodgers, sales vice-president, reported here yesterday. Five will be in color, of the 14 being made available for the company's 25th anniversary.

For September there will be "That Midnight Kiss," Technicolor musical, which will have its premiere at the

(*Continued on page* 5)

CEA Delays Pending Report on 'Sword'

LONDON, Aug. 24.—The Cinematograph Exhibitors Association today deferred final action on "Sword in the Desert," pending a report from W. R. Fuller, general secretary, who has been instructed to see the film accompanied by a London exhibitor. In the event this committee of two has any doubts about public acceptance, the entire general council of the CEA will view the film and thereafter determine its course.

It is understood that J. Arthur Rank's representatives have made an extremely adverse report to John Davis, Rank's chief lieutenant, including a warning against "the danger" of screening a subject which deals with the controversial Palestine question.

Start Move to Name Sullivan TOA President

Florida Unit Initiates Anticipated Campaign

Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, yesterday passed a unanimous motion proposing Gael Sullivan, currently TOA executive director, for the presidency, succeeding Arthur H. Lockwood of Boston. In informed circles, this was viewed as the opening shot in a campaign, expected to be accelerated as TOA's national convention in Los Angeles, Sept. 12-15, approaches, on behalf of Sullivan's candidacy.

The Florida unit took its action at a meeting in Jacksonville. The proposal itself was sponsored by Nat Williams, first vice-president of the TOA; E. D. Martin, Jr., member of both the Florida and Georgia associa-

(*Continued on page* 5)

12 from Eagle-Lion In the Next Quarter

Twelve films will be released by Eagle-Lion during September through November, it was disclosed here yesterday by William J. Heineman, distribution vice-president. Included are Bryan Foy's "Trapped" and "Port of New York," documentary-style dramas, both dealing with the work of the U. S. Treasury.

September releases will include four productions from J. Arthur Rank, "A Place of One's Own," starring James Mason, Margaret Lockwood, Barbara Mullen and Dennis Price; "Against the Wind," starring Robert Beatty,

(*Continued on page* 4)

$500,000 Released Under UK-US Pact

LONDON, Aug. 24.—The British Board of Trade today authorized the transfer of $500,000 as an advance payment against British film earnings in America under the Harold Wilson-Eric Johnston monetary agreement.

John F. Warren, Control Committee accountant, accordingly has informed the American companies of their respective shares, but a breakdown was not available here today. It is understood, however, that the advance covers the period from June to December of last year.

Personal Mention

E. K. O'SHEA, Paramount assistant general sales manager, will leave here tomorrow for Buffalo, where he will attend the marriage of Shirley Lux, daughter of Elmer Lux of the Darnell Circuit, to Robert Kallet of Kallet Theatres, on Saturday.

•

Sam E. Diamond, Philadelphia; M. M. Schneiderman, Washington; T. Rogovy, Detroit; T. De Bock, Dallas; Joe Levine, Boston; Jerry and Louis Gold, Miami; Terry Kerner, Cleveland, and H. B. Hornstein, Baltimore, were visitors at the Hotel Astor headquarters of the New York Variety Club.

•

Scott Dunlap, producer, and Mrs. Dunlap; James E. Jordan and Mrs. Jordan (Fibber McGee and Molly), and Hedy Lamarr are among passengers arriving here today from Europe on the *S.S. Queen Mary*.

•

Edward L. Hyman, Paramount Theatres Service Corp. vice-president, and his assistant, Selig Seligman, will leave here for Buffalo over the weekend.

•

Arthur Aarons of Warners purchasing department, Newark, is the father of a baby girl, Susan Ann, born over the weekend at Beth Israel Hospital, Newark.

•

Joseph E. Callahan, formerly a salesman for Universal, has joined United Artists' New Haven exchange as a salesman, replacing Harry Schiffrin, resigned.

•

Clifford Cram, Providence newspaperman, is handling ad-publicity for Fay's Majestic and Carlton theatres in that city, temporarily replacing the late John Carroll.

•

Leon Netter and Fred Kent, of Florida State Theatres, returned to Jacksonville yesterday from New York.

•

Morey Goldstein, Monogram-Allied Artists general sales manager, has left here for Boston and New Haven.

•

Jay Eisenberg, M-G-M attorney, will return to New York today from Cleveland.

•

Bertram Lebhar, Jr., director of sales for Station WMGM, has also been appointed station director.

•

Joseph Hanley, Warner office manager at San Francisco, is vacationing at Pinecrest, Cal.

•

Joseph Ruttenberg, M-G-M cameraman, has left for England after visiting New York from the Coast.

•

Ed Hinchy, head of Warners playdate department, will return here today from Washington.

3 Exhibitors at Para. Sales Meet Tomorrow

Presenting the exhibitors' point of view at the second Paramount "Gold Rush of '49" sales drive meeting to be held tomorrow at the New York exchange will be Harry Brandt, Brandt Theatres president, and Seymour Florin and Jules Liggett of the Liggett-Florin Circuit.

Other speakers will include: Hugh Owen, Paramount's Eastern and Southern division manager; Harry Randel, New York district manager; Myron Sattler, New York branch manager, and Oscar Morgan, short subjects and news sales manager.

W. S. Roach to Report On Video Clearance

Among the video-film discussions on the agenda of tonight's dinner-meeting of the National Television Film Council will be a report by William S. Roach of the law firm of O'Brien, Driscoll, Rafferty and Lawlor, and chairman of the NTFC Television Film Clearance Bureau, regarding clearance problems for films on television.

Station practices are said to be so unstandardized that in a majority of instances only the music rights of films are being investigated thoroughly, while other rights are given only perfunctory, if any, consideration.

KMTA Convention Set for Sept. 20-21

Kansas City, Aug. 24.—The Board of Directors of the Kansas-Missouri Theatre Association plans a convention on Sept. 20-21, to be held at Muehlebach Hotel here.

An important program feature will be reports on the Sept. 13-15 Los Angeles convention of the Theatre Owners of America, to be made by officers, directors and members who will attend the TOA meeting, among them Elmer Bills, KMTA president, and J. A. Becker, secretary.

Yellen Dinner Nets $100,000 for UJA

Buffalo, Aug. 24.—Max M. Yellen, owner of the 20th Century Theatre here and treasurer of the local United Jewish Appeal, was host to 100 dinner guests last night, each of whom paid $1,000 for a picnic supper and a chance to meet Eddie Cantor, who attended. UJA will receive the $100,000 gross.

Vaudeville at Proctor's

Vaudeville will return to RKO Proctor's in Newark for the first time in 18 years on Sept. 7, when the eight-act touring New York Palace show opens there in conjunction with a first-run film. The vaudeville policy will be in effect one week in each month.

Extend Loew's Campaign

"Loew's Big Show Season," launched during the summer, will be extended by the circuit throught the fall as "Loew's Greater Movie Season."

But the Facts Are Otherwise

GEORGE JEAN NATHAN, perhaps working off ideas sparked at an ivory-tower table in a luxurious New York cafe, now fulfills his columnar requirements with a dissertation on what's wrong with motion pictures. Only monumental research would uncover a less qualified observer.

Nathan does not like motion pictures and sees very few of them. He falls back on the New York theatre for his comparative gauge and, at large, assembles a set of argumentative cliches so frayed around the edges that their embarrassment is showing.

No one can accept, and no one will believe, the statement that the level of motion picture production has remained static in the last 25 or more years. While it can always be argued that the standard may not have advanced in full measure with the opportunities, it is clearly a distortion of demonstrable fact to assert that no progress at all has been made.

It would be a false and alarming commentary on this industry if motion pictures had to be judged intellectually and otherwise on the record of the theatre. They do not, although the news evidently is yet to reach Nathan.

Motion pictures are worthy enough and strong enough to stand on their well-earned feet. Their worth, their strength and their acceptability by the millions who want and demand them are neither to be denied nor discounted. Only the poor misguided would be foolhardy enough to try.

Red Kann

Top Grosses for 2 Films

First six days for Paramount's "Top O' the Morning" at the Warner and Merritt theatres, Bridgeport, grossed $6,400 and $4,400, respectively, surpassing full weeks with "The Emperor Waltz" and "Connecticut Yankee," it is understood.

At Loew's State, New Orleans, the company's "Sorrowful Jones" hit $22,000 in its first week, thus topping "The Paleface," previous record-holder, it was said.

12-a-day for 'Jolson'

Chicago, Aug. 24.—A new house record is expected for "Jolson Sings Again" which opened at the Woods Theatre last night to a block-long crowd. With the film running at 96 minutes, the house is getting 12 changes daily at a $1.25 admission. The Woods plays no shorts, but uses a brief newsreel and a trailer.

Deny Injunction vs. UA Loew's on 'Brave'

Federal Judge Alexander Holtzoff has denied the motion of Apollo Associates, Inc., in U. S. District Court here for an injunction to prevent United Artists from making "Home of the Brave" available to Loew's for showing in the latter's Victory Theatre in Harlem.

Apollo Associates, operating the Apollo Theatre, also in Harlem, on Aug. 11 filed an anti-trust action against both U. A. and Loew's charging the defendants with "conspiracy" to deprive the Apollo of the picture notwithstanding alleged offers by the latter to bid on it. The injunction was sought pending trial and determination of the action, or unless the plaintiff is given an opportunity to bid.

Ainsworth, Myers to N. J. Allied Conclave

National Allied president William Ainsworth, general counsel Abram F. Myers, Motion Picture Theatre Owners of Maryland president Lauritz Garman, and North Central Allied president Benjamin Berger are among Allied leaders who have indicated they will attend Allied Theatre Owners of New Jersey convention to be held Sept. 12-14 at the Ritz-Carlton Hotel, Atlantic City, it was reported here yesterday by Jersey Allied president Edward Lachman.

Theatre equipment manufacturers and supply dealers, and exhibitor and distributor representatives from various parts of the country will be on hand, Lachman said.

New Mannheimer Post

Arthur Mannheimer, for 13 years with National Screen Service, has joined Theatre Posters here as production manager, it was announced by Robert E. Howell, vice-president and general manager. Most recently he was branch manager for National in Cincinnati.

Seymour in New Post

Cy Seymour will leave National Screen Service here on Saturday to enter his own business in partnership with M. Schwartzman, New York distributor for Quality Premiums. Seymour has been with National since 1942 as special service sales representative.

Heads for Record

Universal-International's "Sword in the Desert," which had its world premiere at the Criterion theatre in New York on Tuesday, was headed late yesterday afternoon for a new attendance record and a possible $9,000 gross on the opening day, it was claimed.

Premiere Set for 'Bride'

Asbury Park, N. J., Aug. 24.—Eastern premiere of 20th Century-Fox's "I Was a Male War Bride" will be launched here tomorrow night at the Mayfair Theatre. Guest of honor and acting as 20th Century-Fox's hostess will be Barbara Lawrence.

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GET

CAGNEY IS RED-HOT IN WHITE HEAT" AND WARNER BROS. ARE GEARED TO GO!

SET

STARRING
VIRGINIA MAYO WITH **EDMOND O'BRIEN** FRED CLARK

Screen Play by IVAN GOFF and BEN ROBERTS
Suggested by a Story by VIRGINIA KELLOGG • Music by MAX STEINER

DIRECTED BY
RAOUL WALSH
PRODUCED BY
LOUIS F. EDELMAN

Colosseum Pay Hike Talks Open Sept. 7

Milwaukee, Aug. 24.—Negotiations on wage and expense increases will open on Sept. 7 between the Colosseum of Motion Picture Salesmen and representatives of 11 film companies, it was reported here today by David Beznor, Colosseum attorney, who will be joined in the talks by a union negotiating committee. The talks are expected to be held in New York although a final decision has yet to be made.

Colosseum's pacts with the companies, signed a year ago, run for two years but provide for reopening of negotiations on wages and/or expenses at the end of the first year. About 1,000 film salesmen are involved.

Gov't. Girds to Mend Drive-in Tax Issues

WASHINGTON, Aug. 24.—Internal Revenue Bureau officials indicated today that they may soon be able to give Theatre Owners of America executive director Gael Sullivan information on which he can base an explanatory statement on administration of the admission tax for drive-ins.

Sullivan said the Treasury men agreed that considerable confusion lies ahead unless drive-in tax problems are clarified.

Review

"White Heat"

(Warner Brothers)

SAVAGE violence is written large across every other foot of this gripping 114-minute crime melodrama about as unsavory a character as has crossed the screen in many a year. "White Heat" is hot and, by all means, should be handled with care. Emphatically, it is not for children—and that goes for impressionable 'teen-agers, too. This, notwithstanding the fact even that the "crime does not pay" notice is served in emphatic, uncompromising terms in the final minutes. En route, from the opening gun, this picture snarls and bares its fangs in the person of James Cagney, who fills with gripping fury the role of a homocidal paranoiac whose "mother fixation," we are told in some fleeting reference to Freudian lore, made him what he was.

The cast of players, whose performances to a man glisten like highly polished steel, includes Virginia Mayo, Edmond O'Brien, Margaret Wycherly, Steve Cochran, John Archer, Wally Cassel, Mickey Knox and a number of others. Director Raoul Walsh wrung out of each role solid conviction, and producer Louis F. Edelman saw to it that the values—interiors and exteriors—complemented to a "T" the scorching action which Ivan Goff and Ben Roberts crowded into their screenplay, which was suggested by a story by Virginia Kellogg.

Train robberies, bank holdups, murder and more murder is the trail left by Cody Jarrett (Cagney) as he, his obliging mother, unfaithful wife and sycophantic henchmen pursue the business of crime. At one point, Cagney chooses jail for a relatively minor robbery in a trick to elude a tightening police net following a first magnitude hold-up. Treasury Agent O'Brien is given the assignment of his cellmate. From there on in O'Brien sticks to his man, in whom he has built up the trust that only could come after Cagney's mentor-mother is slain by a treacherous henchman. Thus the madman's mother fixation, transferred to a degree to the police spy, is his nemesis as it was the cause of his career of crime.

The film presents an intriguing display of police detection through use of electronics, which involves car-to-car radio relaying plus headquarters mapping. The operation of the system never weighs on audience patience, so rapid fire is the camera work and editing. Thus, the final victory for the police turns out to be the victory of science over crime, and symbolic of this is the explosion in a labyrinthian chemical plant that brings about Cagney's destruction. This is tense, taut, white hot drama.

Running time, 114 minutes. Adult audience classification. Release date, Sept. 3.

CHARLES L. FRANKE

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Break Seen for U. K. Product in Canada

TORONTO, Aug. 24.—Famous Players-Canadian Corp. and its circuit affiliates will get some British features from Rank's Eagle-Lion Films of Canada, it is understood here. The move is said to follow the plea of Harold Wilson, president of the British Board of Trade, while in Toronto some weeks ago, that a decision by Famous Players to buy British product would be welcome in view of England's economic position.

The report follows the announcement that Eagle-Lion Films of Canada has acquired the Hollywood productions of U. S. Eagle-Lion for Dominion distribution. They were formerly handled here by International Film Distributors, as already reported. This franchise will be switched on Sept. 5.

The British product reportedly available to Famous Players consists of features from Sir Alexander Korda and Herbert Wilcox, which are to be handled by Eagle-Lion Films of Canada commencing in September through a Rank deal made in London.

Color Video 'Several Years' Away: RMA

WASHINGTON, Aug. 24.—Although Senate Interstate Commerce Committee chairman Ed Johnson said this week that color television "is here now," the Radio Manufacturers Association has told the Federal Communications Commission color service will be "several years" in development.

RMA said the radio industry wants color video and has spent a great deal of money to develop it, but that it is some years off.

RKO Divorce Time

(*Continued from page 1*)

Hughes must sell by the time production-distribution is separated from exhibition under the existing provisions of the decree.

An automatic consequence of an extension of time to separate would be a longer period during which Hughes may negotiate a theatre deal. The corporate complexities in divorcement also could be a factor in RKO's bid for the additional time, it was believed in some quarters.

Depinet issued the following statement last night:

"Counsel for RKO have had some discussions with representatives of the Department of Justice looking toward an amendment of the consent decree which would extend the time for consummation of the reorganization plan. Such discussions are continuing."

12 from Eagle-Lion

(*Continued from page 1*)

Simone Signoret and Jack Warner; "The Weaker Sex," starring Cecil Parker, Ursula Jeans, Ivan Hopkins, Derek Bond and Lana Morris, and "Once Upon a Dream," starring Googie Withers, Griffith Jones and Guy Middleton. Also listed for September are: "Zamba," starring Jon Hall, June Vincent, Jane Nigh, George Cooper and George O'Hanlon; and Lester Cowan's "The Story of G. I. Joe," starring Robert Mitchum, Burgess Meredith and Ernie Pyle, which Eagle-Lion is re-releasing.

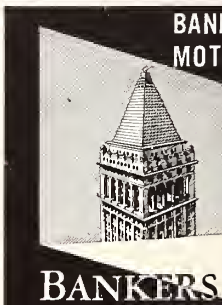
October will see the release of "Trapped," starring Lloyd Bridges, Barbara Payton, John Hoyt and James Todd; J. Arthur Rank's "Obsession," starring Robert Newton, Sally Gray, Naunton Wayne, Phil Brown, "Monty" and Ronald Adam, and "Letter of Introduction," re-released by Eagle-Lion and starring Adolphe Menjou, Andrea Leeds, George Murphy, Edgar Bergen and Charlie McCarthy, Rita Johnson, Ann Sheridan, Frank Jenks and Eve Arden.

Releases for November will include: "Port of New York," "Spring in Park Lane," starring Anna Neagle, Michael Wilding and Tom Walls, and "The Glass Mountain," starring Michael Denison, Dulcie Gray and Valentina Cortesa.

Names Schine in Bid For Clearance Relief

ALBANY, N. Y., Aug. 24.—Ernie Wolfe, who is opening the 750-seat Town Hall in Lowville on Aug. 29, replacing the Avalon, destroyed by fire last winter, has retained Leonard L. Rosenthal, Albany film attorney, to seek relief in clearance now held by Schine's Strand at Carthage.

BANKING FOR THE MOTION PICTURE INDUSTRY



BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Move for Sullivan

(*Continued from page* 1)

tions, which are affiliated with the national association, and Mitchell Wolfson, director of the TOA and chairman of its television committee. Wolfson has been mentioned in recent weeks as a possible successor to Lockwood.

The Florida unit, in explaining its action, made these points:

"1.—The active head of TOA should be the titular head for industry prestige.

"2.—He must maintain contacts where anything less than the president does disservice to the TOA."

Mitchell declared that the Florida resolution will be brought up formally on the floor of the convention next month.

MPE of Florida also unanimously adopted a resolution urging immediate action by the industry "to re-sell the public on movie-going," basing such a campaign on what is described "as the high quality of new product scheduled for showing late this summer and fall." The step proposes that the industry emphasize its recovery from "economic jitters."

Endorse Fall Festival

Sullivan's proposition for a Fall Film Festival was endorsed.

In the absence of L. A. Stein, president of the Florida association, who is ill, the meeting was presided over by Bolivar Hyde, vice-president. In addition to Sullivan, the principal speakers were La Marr Sarra, Williams and Wolfson.

One of the main subjects of discussion was the special session of the Florida legislature, which will meet on Sept. 7 to consider, among other things, a state admission tax, which is being vigorously opposed by Florida exhibitors. An open-forum also was held on the following subjects: Drive-ins, competitive bidding, Federal excise taxes, television, express rates, safety film, building codes and the establishment of a Jacksonville film exchange to improve the service to Florida theatre operators.

'P. R.' Meet Agenda

(*Continued from page* 1)

agreement on the proposals offered. Lockwood disclosed additionally that James Coston of Chicago has been added to the TOA delegation.

In addition, TOA recommends the following for the agenda: development of more extensive use of television trailers; and elimination of unfair competition or "granting of special favors to other forms of entertainment to the detriment of the film business."

The TOA committee will meet in Chicago before the opening of the conference Aug. 30 for the purpose of mapping more specific proposals.

U. S. Tax Income

(*Continued from page* 1)

from June and were more than twice that much below the July, 1948, collections, the Treasury Department also revealed tonight. The total take for last month was $28,661,712, compared with $30,459,373 a month earlier and $33,054,713 a year earlier.

400 'Stampede' Dates

HOLLYWOOD, Aug. 24.—Four hundred advance bookings have been set on Allied Artists' "Stampede" prior to its national release on Aug. 28.

Review

"That Midnight Kiss"

(*M-G-M*)

PLEASANT and ingratiating are the words for this latest piece of Joe Pasternakiana. The M-G-M producer, diligently pursuing the Cinderella theme, this time gives it a twist which throws the legend in the lucky face of Mario Lanza, a presentable "find" with an unusual tenor voice whom Metro intends to emphasize in days to come. There are big plans for him.

Bruce Manning and Tamara Hovey are the writing team which developed this feather-like yarn about Ethel Barrymore, a Philadelphia dowager, whose benevolent tyranny dominates the artistic life of the city and whose fortune allows her to indulge in a grand opera company so that her granddaughter, Kathryn Grayson, can get her chance.

Building somewhat precariously on this base, the story tells how Miss Grayson accidentally meets the truck-driving Lanza—and his voice—falls in love, manages to have Thomas Gomez, the well-paunched Italian tenor, replaced and how the love snarls between the girl and Lanza tangle and untangle for the happy finish after appropriate incident.

But the fact is "That Midnight Kiss" does not rely on its story. It depends, with justification and good judgment, on its music, mostly operatic, and loosely connected but highly amusing episodes such as Jules Munshin directing the symphony orchestra under Jose Iturbi and Gomez' caricature of the traditional operatic tenor.

Under its own power, "That Midnight Kiss" should do well. Its production values rank with Metro's best and its technical excellence is in ample evidence along with Technicolor photography. Performances are competent. Miss Barrymore, with little to do, does that little with assurance born of long and distinguished experience. Iturbi's is chiefly an acting role which he carries off easily, but, of course, he is at his incomparable piano as well. Principal support comes from Keenan Wynn, J. Carroll Naish and Marjorie Reynolds.

In the light of probable events, however, this attraction may be remembered as the one which first projected Mario Lanza toward fame. He establishes a very promising beginning here, but the rest is yet to come.

Norman Taurog's direction under producer Joe Pasternak is commercial.

Running time 96 minutes. General audience classification. For September release.

RED KANN

Columbia's Shorts

(*Continued from page* 1)

and 72 one-reelers. In 1948-49, the company has scheduled 80 subjects, including 26 two-reelers and 54 one-reelers, plus four serials.

Heading the serial releases will be a second "Superman." This will be sold separately from the regular serial contract.

The two other new serials are "Adventures of Sir Galahad" and "Cody of the Pony Express," starring Jock O'Mahoney and Dickie Moore, in a Western serial. Columbia will also re-release "The Shadow," starring Victor Jory.

Heading the 26 two-reel releases will be eight starring the Three Stooges. There will also be six "all-star" comedies and six assorted comedies.

Six Comedy Reissues

In the re-release field, Columbia plans six "Comedy Favorites."

The program of one-reelers to be offered will include eight series, featuring sports, Hollywood personalities, "name" bands and singers, New York night clubs and color cartoon comedies.

Highlighting the releases will be six "Candid Microphone" screen adaptations of Allen Funt's radio program. These will be sold separate from the regular contract.

In the Technicolor field there will be six "Jolly Frolics," and 12 "Color Favorites," selected from the "Color Rhapsody" series and re-released.

New to the Columbia schedule will be eight "Cavalcade of Broadway" shorts. Earl Wilson, Broadway columnist, will do the commentary.

Also scheduled are "Thrills of Music," and 12 "World of Sports," with Bill Stern again doing the commentary.

Columbia will again present 12 "Screen Snapshots." Concluding the program will be eight "Film Novelties."

14 from M-G-M

(*Continued from page* 1)

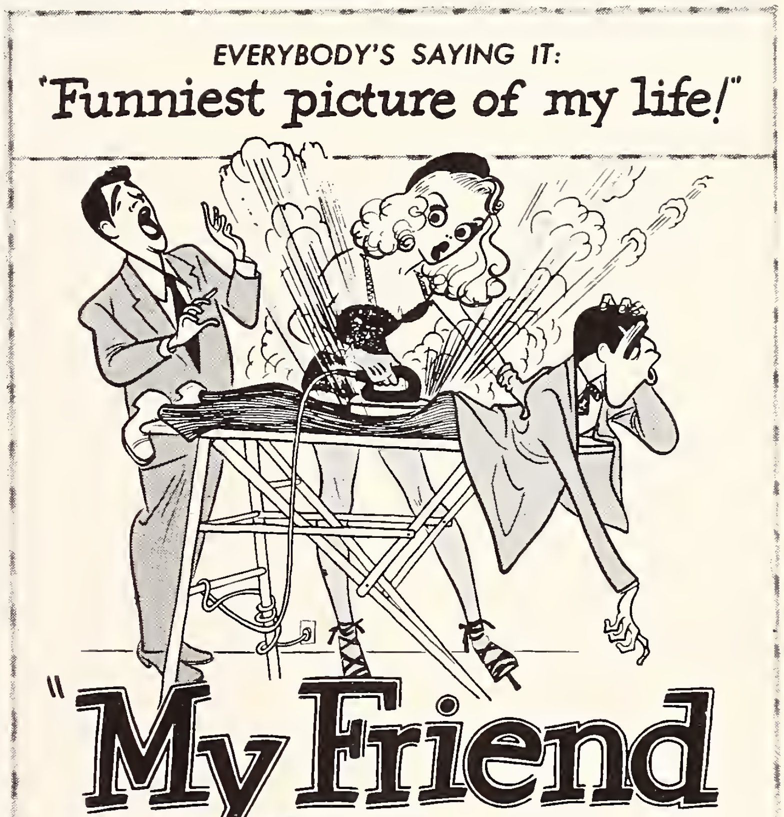
Boyd, Philadelphia, on Sept. 2, with Kathryn Grayson and Mario Lanza, M-G-M's two singing stars, appearing in person on the stage and taking part in various activities associated with the premiere. Others for September include "The Secret Garden," part-Technicolor, and "The Doctor and the Girl."

October releases will include "The Red Danube," slated for a twin Boston premiere at Loew's State and Orpheum, either Sept. 22 or Sept. 29, and also at the San Francisco on or about Sept. 22. "Border Incident" likewise will be available, also, "Intruder in the Dust," which will be given a world premiere in Oxford, Miss., in October.

For November the leadoff will be "That Forsyte Woman," in Technicolor, slated to follow "Under Capricorn" at Radio City Music Hall; "Battleground," which will have its world premiere at the Astor on Broadway on Nov. 11, and "Adam's Rib," which will follow "Jolson Sings Again," at the State on Broadway. "Tension" is another for November.

Two Technicolor films scheduled for December include "Challenge to Lassie," starring Lassie, and "On the Town," musical, which will have a Christmas premiere at the Music Hall. In addition there will be "Death in the Doll's House" and "Conspirator."

Rodgers plans to leave for the Coast on Sept. 9 to attend the TOA convention at the Ambassador Hotel, Los Angeles, Sept. 13-15. Following the sessions, he hopes to spend a few days at the M-G-M studios at Culver City conferring with Louis B. Mayer, Dore Schary, Eddie Mannix and others.


EVERYBODY'S SAYING IT:
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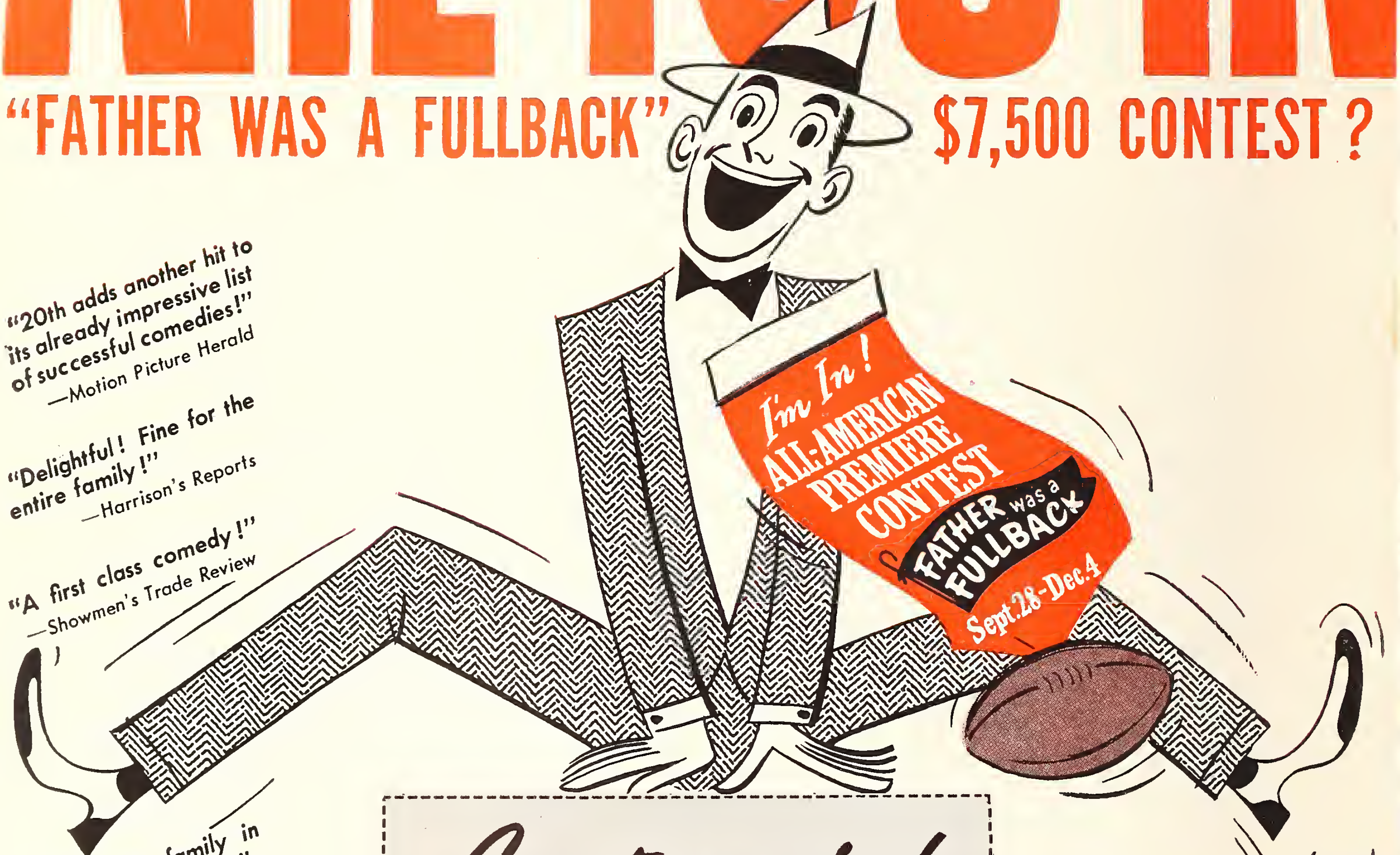
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ALL-AMERICAN PREMIERE CONTEST
FATHER was a FULLBACK
Sept. 28-Dec. 4

"20th adds another hit to its already impressive list of successful comedies!"
—Motion Picture Herald

"Delightful! Fine for the entire family!"
—Harrison's Reports

"A first class comedy!"
—Showmen's Trade Review

"Fun for the family in generous proportions!"
—Motion Picture Daily

"Top entertainment!"
—Variety

"Rewarding, warm, funny and satisfying"
—Film Daily

"Has heart and charm... and the laughs really snap!"
Hollywood Reporter

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“Father Was A Fullback”
All-American Premiere Contest
20th Century-Fox,
444 West 56th St., N. Y. 19, N. Y.

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NOTE: *It is not necessary to send in this form to qualify. When you book the picture you are automatically eligible.*

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ALL-AMERICAN PREMIERE CONTEST
FATHER was a FULLBACK
Sept. 28 Dec. 4

20th CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 40 NEW YORK, U. S. A., FRIDAY, AUGUST 26, 1949 TEN CENTS

Rathvon and Young Allies In Eagle-Lion

Former Will Supervise New Production Fund

Robert R. Young, chief factor in Eagle-Lion, yesterday entered into an alliance with N. Peter Rathvon, former president of RKO, under which the latter will supervise expenditures of new funds now declared available for primary financing of independent productions for Eagle-Lion release.

Beyond stating that these funds stem from the financial backers of Pathe Industries, the parent company of Eagle-Lion, the announcement, made by Robert W. Purcell, chairman of the board of the latter corporation, lacked detail. Since Young and his interests are the financial backers of Pathe Industries, however, the inference appeared clear.

It was suggested in one quarter that the financing which, by announcement,

(*Continued on page 3*)

Charges Morals in Films at a New Low

Chicago, Aug. 26.—"On the basis of records compiled by the Legion of Decency, the moral qualities of the post-war motion picture has hit an all-time low," the Reverend Patrick J. Masterson, executive secretary of the National Legion, will tell the triennial convention of the International Federation of Catholic Alumnae today at a luncheon in the Drake Hotel.

"Since November, 1945-46, when the percentage of films containing objectionable material was better than 15 per cent, an increase of four per cent over the previous year, the trend has so increased that at present better

(*Continued on page 3*)

RCA Claims a New Video Color System

A new all-electronic, color television system, said to be completely compatible with the present system of black-and-white television, was claimed yesterday by RCA in a written statement to the Federal Communications Commission in Washington.

The new system is said to require no changes in transmission standards

(*Continued on page 3*)

See Full-Time 'P. R.' Unit Set at Parley

The possibility is said to be strong that out of the exploratory all-industry public relations meeting in Chicago on Tuesday and Wednesday there will emerge a permanent "Production - Distribution - Exhibition Conference" dedicated to a continuing program for industry betterment.

This pre-meeting opinion, representative of the optimism with which many of the delegates will arrive in Chicago early next week, yesterday emanated here from a source that is expected to contribute heavily to the business of the two-day conference.

Meanwhile, Ned E. Depinet, chairman of the Motion Picture Association of America's ex-

(*Continued on page 3*)

To Use 500 Prints of 'Father a Fullback'

An announcement through trade press advertising of 20th Century-Fox's contest for exhibitors showing "Father Was a Fullback" has resulted in a "tremendous response," according to A. W. Smith, Jr., sales vice-president. As a result, 20th-Fox will order 500 prints of the film, the largest number for a single picture in the company's history.

"Experience has taught me," Smith said yesterday, "that the quickest and most effective way of contacting exhibitors is through the trade papers."

LOEW'S TO APPEAL DIVORCE VERDICT

Plans to Ask Stay of N. Y. Court's Decree; Feels Rule Unwarranted

By GENE ARNEEL

Possibility of an early end to the government's New York anti-trust suit appeared precluded yesterday with authoritative disclosures that Loew's has "virtually decided" to appeal the opinion of the Federal Statutory Court here, which called for divorcement.

The company, it was said, intends to address itself to the U. S. Supreme Court with the argument, among others, that evidence which would support the divorcement order was lacking and this deficiency was in fact recognized by the high court when it sent the case back to New York for further investigation.

Asserting "there can be no doubt that appeal will be taken by Loew's,"

(*Continued on page 3*)

Dewey Congratulates Fabian and Rosen

Albany, N. Y., Aug. 25.—Governor Thomas E. Dewey congratulating Fabian Theatres, Si Fabian and Sam Rosen, Fabian executives, on the 35th anniversary of the circuit, stated here: "In 3½ decades, the Fabian chain has grown to such dimensions that millions of people in five states depend upon its theatres for their pastime and divertissement. Their popularity should be gratifying testimony to the high standards maintained in them."

Unique Tussle Over Drive-In Car Plates

Chicago, Aug. 25.—An issue over whether the license numbers of drive-in patrons are protected by law from public recording was deferred by Judge Phillip L. Sullivan in U. S. District Court here when he denied plaintiff attorney Seymour Simon an injunction to restrain Balaban and Katz from taking the license numbers of South Bend Drive-in Theatre patrons.

Simon told the court that B. & K.

(*Continued on page 3*)

'Mashers' in Theatres Are Targets of Attack

Detroit, Aug. 25.—Over 1,500 employes of 300 theatres in Metropolitan Detroit will meet at 9:20 A.M. Saturday in the United Artists Theatre to learn how to provide more protection for women and children against undesirable persons who lurk in the darkness of theatres. Exhibitors in numerous sections of the country likewise have trouble with theatre "mashers."

The meeting was called by Charles Snyder, executive secretary of the Allied Theatres of Michigan. It was requested by Police Commissioner Harry Toy and Mrs. Marion Hunter, police women's division head.

Toy told Snyder that "more drastic measures" must be employed to keep women and children safe in the dark-

(*Continued on page 3*)

Variety Club in London Launched

London, Aug. 25.—The London "tent" of Variety Clubs International was opened today by Walter Pidgeon and Hope Burnup, the latter manager of the London Bureau of *Quigley Publications*. The club plans its first show at the Colosseum Sept. 22 on behalf of the National Playing Fields Association. The event will be representative of Anglo - American show business. The King and Queen probably will attend.

Essaness Sues B&K For $24,000,000

Chicago, Aug. 25.—Essaness Theatres Corporation and affiliated companies today filed a suit in U. S. District Court against Balaban & Katz Corporation and eight major film companies for alleged violation of the anti-trust laws, and asked more than $24,000,000 in damages.

The suit charges Balaban & Katz with monopoly control of practically all of the first, second, and a large portion of the third and fourth run theatres in the city of Chicago. All of the Loop theatres, with the exception of one, are alleged to be controlled by B. & K. All of the "A" theatres are alleged to be controlled primarily by B. & K., with a few by Warner Bros.

Warners' 52-Week Sales Drive Starts

Warner Brothers' 52-week sales drive, as set up by Ben Kalmenson, vice-president and general sales manager, at the company's recent sales convention, will get under way this weekend.

Kick-off release for the drive is

(*Continued on page 3*)

Personal Mention

ROBERT L. LIPPERT, Screen Guild Productions head, was in Washington yesterday from New York.

•

Ken Prickert, Boston; Harry Katz and Harvey Smith, Atlanta; Arnold Corwin, Albany; Max Rossiter and John W. Maugham, Washington, and Max Matz, Cincinnati, visited the Hotel Astor headquarters of the New York Variety Club this week.

•

Ray Gallo, Jr., son of the advertising manager of the *Better Theatres* section of *Motion Picture Herald*, will terminate a summer job at the Skouras Roosevelt Theatre, Flushing, L. I., tomorrow, and will leave for a Berkshire Mountains vacation prior to returning to college.

•

Phil Laufer left New York yesterday for Buffalo on a special Universal-International promotional exploitation assignment.

•

William K. Hedwig, of Nu-Art Films, has been presented with a bronze plaque by NAVED for his work in behalf of the 16mm. industry.

•

Lee Koken, RKO Theatres vending head, left here yesterday for a few days in Washington.

Dickinson to 'Hypo' Concession Sales

Kansas City, Aug. 25.—Joining the trend in exhibition to increase candy and refreshment sales, the Dickinson circuit is instituting intermissions at all of its theatres, one intermission each evening and for continuous-show theatres, one also in the afternoon. Start of the policy awaits completion and delivery of trailers which will precede intermissions telling the number of minutes and also calling attention to refreshment facilities.

Rochester House Opens

Rochester, N. Y., Aug. 25.—The new Cinema Theatre opened here last night with a benefit performance of Eagle-Lion's "Quartet," with all proceeds going to the Rochester Earthquake Committee for Ecuador. The picture began its regular run today.

Lachman, Comi in Deal

Massachusetts Theatre Equipment Co., headed by P. E. Comi, has signed with Carbons, Inc., to distribute the latter's Lorraine carbons in the Boston area, Edward Lachman, president of Carbons, Inc., discloses.

Bernhard Leaves Coast

Hollywood, Aug. 25.—Joseph Bernhard, Film Classics president, here reportedly in connection with the separation of that company from Cinecolor, will return to New York tomorrow.

'Exploitation' Is What They Call It

Two attractive brunettes, dressed in sophisticated black and carrying oversize copies of "Madame Bovary," have been handing out cards—20,000 says the press agent—all over New York advising that Madame Bovary will be "at home" at 1639 Broadway on and after Thursday, Aug. 25.

"They're always surrounded by men. They've stopped traffic in so many places that the law had to step in countless times and extricate them," informs the press agent, who also reports 1639 Broadway "has been deluged with visitors who inquire for 'Madame Bovary'."

The address is that of the Capitol Theatre and the device was on behalf of "Madame Bovary," which opened there yesterday.

Columbia Convention Will Close Today

Chicago, Aug. 25.—Today's closing session of Columbia's week-long national convention at the Ambassador East Hotel, Chicago, will be devoted to individual meetings between division and branch managers, home office executives and top sales personnel. At the meetings the representatives from the field will discuss those problems peculiar to each territory and specific policies in sales and distribution will be set with each branch and division manager.

Following adjournment late this afternoon the home office contingent will entrain for New York and the managers will return to their territories.

Launch 14th Skouras Showmanship Drive

Hollywood, Aug. 25.—The "14th Charles Skouras Showmanship" drive was launched in San Francisco today, with Skouras presiding. The Southern California division will hold its own opening meeting here tomorrow, with National Theatres district managers, bookers, buyers and department heads in attendance.

Skouras will return for tomorrow's meeting and will attend similar divisional meetings later at Kansas City, Milwaukee, Seattle and Denver.

M-G-M Resumes 'Spots'

Hollywood, Aug. 25.—M-G-M on Aug. 28 will resume radio spot announcements local networks, the first to be focused on "In the Good Old Sumertime," after a 15-month quietus. Dave Martin of Frank Whitbeck's advertising staff will handle copy and placement.

$10,378 for "Jolson"

On its opening day at the Woods Theatre, Chicago, "Jolson Sings Again" grossed $10,378, a new house record, Columbia reports.

Will 'Hammer Out' 'Lab' Pact Monday

IATSE international president Richard F. Walsh, representatives of Laboratory Technicians Local No. 702, including its president, John Francavilla, and the employers' laboratory committee will meet here Monday behind locked doors with the "full intention" of remaining in conference until a settlement of the local's critically-stalemated contract negotiations is "hammered out."

Making this announcement yesterday, "IA" headquarters reported that Walsh already has met with film company presidents and their representatives for discussion of the technicians contract situation.

Several weeks ago a technicians strike was averted when Walsh stepped into the negotiations.

Asks MPAA, SIMPP Aid in Censor Fight

Louis de Rochemont, executive of the RD-DR Corp., producers of "Lost Boundaries," has asked Motion Picture Association of America president Eric A. Johnston and Society of Independent Motion Picture Producers president Ellis Arnall for support in the company's planned legal proceedings against the Memphis and Atlanta censors in consequence of their banning showings of the picture.

MPAA president Eric A. Johnston, who was in New York yesterday, has not made sufficient study of Louis de Rochemont's request to comment on it, his office said. SIMPP president Ellis Arnall was not available.

Bar 'Boundaries' from TV

Memphis, Aug. 25.—Louis de Rochemont, producer of "Lost Boundaries," banned here by local censors, has been refused permission to buy time on station WMCT for video showing of the controversial film, it was announced here by Henry W. Slavick, manager of the station.

Bilson Says Shorts Better Technically

Hollywood has re-activated interest in short subject product with consequent improvement of talent in the technical end, acording to George Bilson, RKO Radio short subject producer. He is now visiting the home office for conferences with Harry Michalson, short subject sales manager.

MPEA 'B' Pool Parley

Motion Picture Association of America president Eric A. Johnston presided yesterday at a meeting here of the Motion Picture Export Association's executive committee. The meeting was called for further discussion of the British "B" pool situation.

Mrs. Eddie Cline, 49

Hollywood, Aug. 25.—Mrs. Eddie Cline, 49, wife of the veteran director, succumbed last night at her home here to a heart attack. The couple had been married for thirty years.

13 Additional Films Get Legion Ratings

"Jolson Sings Again" (Columbia), "Rope of Sand" (Paramount), "Roseanna McCoy" (RKO Radio), and "Thieves' Highway" (20th-Fox) have been placed in Class B by the National Legion of Decency.

Rated A-I are: Republic's "Brimstone," Universal-International's "The Girl in the Painting" (Rank), and M-G-M's "That Midnight Kiss." Rated A-II are: "Chicago Deadline" and "Song of Surrender" (both Paramount), "Father Was a Fullback" (20th-Fox), "Lucia di Lammermoor" (Italian—Grandi Films), "Obsession" (Rank—Eagle-Lion) and "Somewhere in Europe" (Hungarian — Lopert Films).

Coplan to Handle Video Shorts Here

London, Aug. 25.—Twenty-five 13-minute television shorts were shipped to New York today by Parthian Productions which produced them with the aid of the British government's Film Finance Corp. David Coplan, formerly managing director for United Artists here, will arrange distribution in the U. S.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
Rope of Sand
HAL WALLIS' Production Starring
BURT LANCASTER · PAUL HENREID
CLAUDE RAINS · PETER LORRE
and Introducing Corinne Calvet
PARAMOUNT TIMES SQUARE
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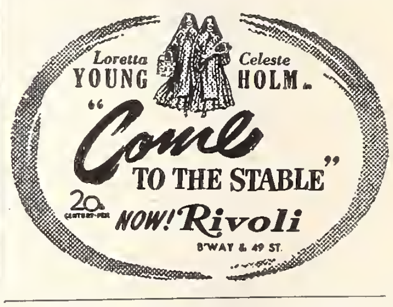
TEX BENEKE
And His Orchestra
CORINNE CALVET
Extra VIC DAMONE
MIDNIGHT FEATURE NIGHTLY



Loretta YOUNG
Celeste HOLM
in
"Come to the Stable"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

CARY GRANT - ANN SHERIDAN
"I WAS A MALE WAR BRIDE"
A 20th Century-Fox Picture
On Variety Stage— JACK HALEY MARTHA STEWART
On Ice Stage— "HAWAIIAN NIGHTS"
Starring JOAN HYLDOFT and ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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Rathvon-Young

(*Continued from page 1*)

was contingent upon "suitable administration of the fund" meant Young was determined to push ahead with a general re-fortification of Eagle-Lion.

"The loan fund," read the statement, "is expected to be a boon to independent producers and to give added strength to the development of Eagle-Lion as a distributing organization. Because of the general reluctance of commercial banks to make motion picture productions loans, independent producers have been having almost as much difficulty in securing primary financing as they have in obtaining secondary, or so-called, 'risk money' financing."

Rathvon, here from Hollywood, stated yesterday his new association will not impinge upon Motion Picture Capital Corp., of which he is president. This company, making "risk money" loans, will not limit its financing to pictures slated for Eagle-Lion alone. Additionally, producers who may qualify for primary financing under the new fund which he will supervise will not of necessity seek their second money from M.P. Capital Corp.

Rathvon's own company to date has a program of four pictures. One is a Western with John Barrymore, Jr., in Technicolor. "Rupert," starring Jimmy Durante, is another. Projected as a third is "Rocket to the Moon," while the fourth, tentatively titled "Beloved," will star Paulette Goddard and Pedro Armendariz.

It is understood there have been discussions about the release of these films through Eagle-Lion. While Rathvon yesterday conceded this was possible, he said no deal has been closed.

Morals in Films

(*Continued from page 1*)

than 25 per cent are substantially offensive, morally speaking, either in whole or in part," he said.

Father Masterson ascribed this condition partially to the influx of foreign films, "of which 42 per cent were found objectionable" in the period of November, 1947-48 and more than 52 per cent in the period November, 1948, to the present.

"However," he continued, "the domestic product is also morally deteriorating. Today, almost 20 per cent of domestic pictures are considered to contain substantially morally-objectionable elements. This is the highest figure since the formation of the Legion of Decency. Not only quantitatively but also qualitatively morally offensive factors in pictures are increasing," Father Masterson asserted.

"The Legion of Decency realizes that evil is legitimate material for the screen. It insists, however, that evil be presented as evil, and good as good, and that evil, even if condemned, be not presented alluringly," declared the Legion's executive secretary.

Referring to screen personalities, Father Masterson said:

"Fortunately or unfortunately their private lives are not their own. They do have an influence on public morals and public moral standards. Therefore, to flout publicly the laws of God and man is a grave injustice to the people whose patronage has placed them in the position which they occupy."

Father Masterson appealed to members of Catholic fraternal and religious organizations to "unite with all decent-minded citizens to oppose the flood of immoral pictures."

Review

"Border Incident"

(*M-G-M*)

SEMI-DOCUMENTARY in treatment, "Border Incident" sets forth its claim to a factual base and interestingly tells about illegal traffic in Mexican farm hands in the Imperial Valley of Southern California.

The story, by John C. Higgins—he also wrote the screenplay—and George Zuckerman, is steeped in action, and also in violence. It details the operation of an outside-the-law ring working in cahoots from both sides of the border and how the Mexican workers—the "braceros"—are sneaked over the international boundary, paid sub-standard wages, "protected" by phony immigration cards of entry and thereafter robbed and murdered as they return with their wages to their own country.

The American and Mexican immigration authorities, aware of the condition, assign Ricardo Montalban and George Murphy the task of exposing the racket. Montalban passes for a "bracero" and works from the inside out. Murphy poses as a crook with access to valuable, but "planted," immigration cards, and is murdered when the carefully-planned program of detection develops unforeseeable flaws. In the end, the American gang, headed by Howard da Silva, practically exterminates itself while the Mexican side, headed by Sig Ruman, is left for the disposal of the Mexican authorities.

This attraction is both realistic and colorful, tracing to on-the-scene backgrounds, accented by stunning black-and-white photography by John Alton; and to believable and natural performances by the principals with particular credit to Arnold Moss as one of Ruman's Mexican henchmen and to James Mitchell, as Montalban's peon friend.

The cause of realism, however, is unnecessarily overdrawn by a number of scenes of cruelty, such as extended shots of victims caught in lava, close-ups of knife-cuts across the face, wholesale slaughter in a canyon and, above all, the unwarranted prolongation of the harrowing episodes in which Murphy is shot and then all but shown being ground to death under the churning wheels of a farm tractor.

"Border Incident" is an exciting and an engrossing show, but not for the squeamish. Nicholas Nayfack makes his debut as an M-G-M producer. Anthony Mann directed.

Running time, 92 minutes. Adult audience classification. For October release.

RED KANN

Warner Sales Drive

(*Continued from page 1*)

James Cagney's "White Heat." Other productions scheduled for distribution during the first period of the drive are "Task Force," starring Gary Cooper; "Under Capricorn," Transatlantic Pictures production in Technicolor, starring Ingrid Bergman, Joseph Cotten and Michael Wilding; "Chain Lightning," starring Humphrey Bogart and Eleanor Parker; "Always Leave Them Laughing," Milton Berle's initial comedy for the company; "The Story of Seabiscuit," in Technicolor, starring Shirley Temple, Barry Fitzgerald and Lon McCallister; "The Lady Takes a Sailor," starring Jane Wyman and Dennis Morgan, and "The Inspector General," in Technicolor, starring Danny Kaye in his first under the Warner banner.

The Warner branches have been divided into four competitive groups for the drive, as follows:

1: Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco and Washington.

2: Atlanta, Buffalo, Charlotte, Cincinnati, Cleveland, Indianapolis, Milwaukee, Minneapolis, St. Louis and Toronto.

3: Albany, Denver, Kansas City, Jacksonville, New Haven, New Orleans, Oklahoma City, Salt Lake City and Seattle.

4: Calgary, Des Moines, Memphis, Montreal, Omaha, Portland, St. John and Vancouver.

Drive-in Tussle

(*Continued from page 1*)

was hurting business by having six men posted at the Drive-in gates to take license numbers. B. and K. attorney Sam Block told the court that B. and K. merely wanted to learn whether the drive-in was competing for the same trade. Judge Sullivan replied, "My opinion is that anyone can take anyone else's license number whenever they want. But I'm not judging this case." He continued the hearing to Aug. 29 before Judge John P. Barnes.

RCA Video System

(*Continued from page 1*)

of present black-and-white video. "Its performance is equivalent to the present black-and-white service, both for color and reproduction of the color signals in black-and-white," RCA declared.

"Through its compatibility, the new system enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter. Color programs can be viewed either on new color receivers or on existing receivers equipped with a color adapter," the company declared.

Earlier this week the Radio Manufacturers Association told the FCC that a color video service will be "several years" in development.

Theatre Mashers

(*Continued from page 1*)

ness of theatres. Toy and Mrs. Snyder will address the meeting. Snyder said that "we're doing everything we know how to guarantee the safety of women and children in our theatres. We will go along with the Police Department because we are realistic about this problem. We know it exists. We are determined that women and children will not only be safe in our theatres, but they must also be safe on the streets getting to the theatres and leaving them."

Hughes Signs Rachmil

HOLLYWOOD, Aug. 25.—Lewis Rachmil has been signed to produce for RKO Radio by Howard Hughes. It is the fourth RKO producer pact made in recent weeks. The others went to Warren Duff, John Houseman and Alex Gottlieb. For the past two years Rachmil has been in charge of production at General Service Studios.

Loew's to Appeal

(*Continued from page 1*)

one source here said the company has taken the position that hearings subsequent to the Supreme Court's decision brought forth nothing to warrant such drastic remedy, that the company could hardly be found guilty of any monopoly in exhibition because of its extensive theatre properties, and that Loew's was not found to be tied within any general conspiracy, if such existed.

Whether 20th Century-Fox or Warners has decided for or against appeal has not been made known officially. Reports that the two companies were seeking consent decrees with the Department of Justice were denied earlier this month.

Loew's always has felt that it was the least vulnerable to the government's charges and to some extent actually had the sympathy of the New York Court in this respect. In its divorcement opinion, the court declared that so far as general distribution of theatres is concerned, the position of Loew's was the "most favorable." This was qualified, however, with the suggestion that Loew's New York Metropolitan houses were not in wholly competitive operation with RKO theatres here.

The New York Court is to receive proposed decrees and findings by the Justice Department and the companies by Sept. 20, although there is a possibility that the deadline might be extended at the request of the defendants. The Department has practically completed its work on its proposals and doubtless will be ready by Sept. 20.

Following entry of the New York Court's final decree, Loew's reportedly will seek a stay of its execution pending the appeal before the Supreme Court.

See Full-Time 'P.R.'

(*Continued from page 1*)

hibitor - community relations committee, has advised all who will participate in the parley that because so many suggestions and problems have been offered for discussion it will be necessary to hold a Wednesday night session. There is a likelihood that the meeting will go into a third day.

It is held here to be almost certain that some of the 14 groups and organizations which will be represented at the parley will advance a proposal for a permanent "Conference." Such a set-up, it is felt, would stand ready to convene more or less frequently and on short notice to tackle such problems as might arise from time to time in the future in connection with industry public relations.

The meeting is scheduled to be called to order Tuesday morning by Depinet. The delegates, it is understood, will be invited to elect a permanent chairman upon whom will rest the responsibility for naming committees which will set about at once to examine and report on the specific problems to which each will be assigned. It is likely that except for its tailend stage, the all-industry parley conferees will conduct all exploratory work on a purely committee basis.

Joseph Rosthal of Loew's, and John J. O'Connor of Universal-International, will be among the participants at the Chicago all-industry public relations meeting on Tuesday and Wednesday, MPAA said here.

Sets
ALL-TIME
ATTENDANCE
RECORD
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CRITERION THEATRE, N.Y.
CRITERION
DANA ANDREWS MARTA TOREN STEPHEN M
SWORD IN THE DESERT
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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 41 NEW YORK, U. S. A., MONDAY, AUGUST 29, 1949 TEN CENTS

'P. R.' Parley Caucuses in Chicago Today

Strategy Meets Convene As Delegates Arrive

CHICAGO, Aug. 28.—Delegates to the all-industry public relations conference—which will open Tuesday morning at the Drake Hotel here and continue two, perhaps three, days —began arriving today, and some started immediately to prepare for the private caucuses which will be conducted tomorrow in preparation for the main event.

Motion Picture Association of America and Theatre Owners of America representatives are definitely scheduled to hold separate caucuses tomorrow. TOA's convention committee, which will be made up of delegates from various territories, has a number of proposals for the convention which must be whipped into shape before tomorrow night. While the same circumstance does not prevail for the MPAA group, it nevertheless will be necessary for it to make some final preparations regarding the positions it will take on problems which are due

(Continued on page 7)

3 Republic Regional Sales Meetings Set

Republic will hold three regional sales meetings, in Los Angeles, Chicago and New York next month at which James R. Grainger, sales vice-president, will preside. Herbert J. Yates, president, will attend.

The Los Angeles meeting will be held at the studio on Sept. 7-8. Others present will be Edward L. Walton, vice-president and assistant general sales manager, and branch managers Paul McElhinney, Seattle; Thomas McMahon, Salt Lake City; George

(Continued on page 7)

Suggests Industry Pay Zukor Tribute

An industry-wide celebration of Adolph Zukor's next birthday was proposed on Friday at an exhibitor meeting held by the New York Paramount exchange to launch its "Gold Rush of '49" sales drive. Zukor is chairman of the Paramount board and will be 77 years old on Jan. 7.

(Continued on page 2)

Theatre Takes Rise Sharply In Key Cities

Theatre business took a sharp upturn last month, despite the fact that the summer vacation period started in full force and the weather in general favored outdoor activities, according to reports on some 160 key situations received from MOTION PICTURE DAILY field correspondents.

Average weekly income for July rose to $13,374, from June's $12,554. Weekly average per theatre in July last year was $14,770.

"Sorrowful Jones," top grosser during May and June, continued in first place last month, with "Neptune's

(Continued on page 6)

Seeking 100 Story 'Bank'

HOLLYWOOD, Aug. 28.—Jack L. Warner, production vice-president, stated over the weekend that he is seeking to line up 41 more properties to swell the 59 already completed, in production or earmarked for production in order to give Warner an available "bank" of 100 vehicles.

The objective is based on the idea of having at beck and call a varied selection of story material suitable for

(Continued on page 7)

Justice Dept. Mum On RKO Extension

Washington, Aug. 28.—Herbert Bergson, Assistant Attorney General in charge of the anti-trust division of the Department of Justice, admitted over the weekend that he had been approached by RKO attorneys on an extension of the time limit on that company's separation of theatres from its production and distribution activities.

Bergson gave no indication on whether or not the Department will agree.

Frank, Woempner Selling 17 Theatres

MINNEAPOLIS, Aug. 28.—The Frank and Woempner circuit of 17 houses will be sold piecemeal, it is understood.

F. and W. are said to have had the entire circuit up for sale in a block a year ago, with an asking price in excess of $4,000,000. Circuit has 15 conventional theatres in the Twin Cities and outstate and one drive-in at Owatonna, and a second outdoor stand started at Willmar.

W. R. Frank recently produced "The Great Dan Patch" and local observers believe that the picture has changed Frank from an exhibitor to a producer-minded showman. His partner, Oscar Woempner, is not financially interested in the "Patch" picture, and is said to have a desire to retire.

Iowa-Nebraska Showmen Hit Allocations, Terms

Seek Long Clearance For Double-bill Runs

Minneapolis, Aug. 28.—Single-bill exhibitors in this area are pondering a move to pressure distributors to move 40 per cent double bill houses back to 112 days' clearance, following a flare-up which saw several 56-day clearance theatres dualing "Neptune's Daughter" with such pictures as "The Champion."

Branch managers favor setting the dual bill houses back of the 56-day clearance slot.

ELDORA, Ia., Aug. 28.—Allied of Iowa and Nebraska took hefty sideswipes at distributors' allocations of "unworthy and low-grossing pictures in top rental brackets," at its midsummer meeting held at Arnold Park in Northwest Iowa. A whole array of other distributor practices was found objectionable at the same time.

The conclusion on allocations was that the practice brought about improper preferred playing time and, therefore, theatre losses. Under fire also were these, according to Leo F. Wolcott, chairman of the board of the association:

"The fixed slot system of booking as being unfair clearance; blind checking of only super top-grossing

(Continued on page 7)

Gov't. Favors More Decrees Of Para. Type

Seen Proposing Split of Loew's, WB, 20th Stock

WASHINGTON, Aug. 28.—A stock split-up and trusteeship scheme similar to that in the Paramount consent decree will be proposed to the New York Federal Court next month by the government for inclusion in the final decrees against 20th Century-Fox, Warners and Loew's.

Although not definitely confirming this, a high Justice Department official said over the weekend that the government is "very pleased" with this device as a means of speeding divorcement and that a prime aim is to speed the split-up of the production-distribution and exhibition functions of the remaining defendants.

The system provides for a split-up of current stock, with certificates issued for shares in one of the two resultant companies with regular shares in the other. Dividends from one of the companies would be trusteed for those individuals who fail to dispose of their stock in one company or the other.

Para.'s Maco in 1st Divorcement Move

MINNEAPOLIS, Aug. 28.—Marking the first definite move of Paramount's affiliate Minnesota Amusement Co. to comply with provisions of the consent decree agreement, the Minneapolis circuit has completed negotiations to split its partnership at Fairmont, Minn., it was announced by Harry B. French, Maco president.

Under terms of an agreement reached with heirs of the late W. L. Nicholas, partnership of the latter with Minnesota Amusement in the

(Continued on page 7)

Ask FCC Clarity on Color Video Tests

Outlining the developments in color television which Columbia Broadcasting has accomplished in the past two years and pointing out that several manufacturers already have started work on pre-production models of color equipment, Frank Stanton, CBS president, has called upon the Federal

(Continued on page 7)

20th Lists 15,872 Theatres in Drive

With 15,872 theatres in the United States and Canada said to be exhibiting the company's features this week, a new all-time record for the launching of a 20th Century-Fox campaign is claimed as the company's four-month branch managers' testimonial sales drive gets under way. Announcement of the engagements was made over the weekend by Andy W. Smith, Jr., sales vice-president.

Every available print of "Slattery's Hurricane," "You're My Everything," "It Happens Every Spring" and "House of Strangers" is booked solidly for this first week of the testimonial, representing an increase of 43 per cent over sales of the corresponding week of last year, it was said. Smith also announced that in the second week of the testimonial, which includes the Labor Day weekend, a total of 403 first-runs will be showing either "Come to the Stable" or "I Was a Male War Bride" during the weekend.

Key-city first-run bookings already set for September disclose a boost of 53.5 per cent over the total playing time consumed during the same month last year. Unaffiliated theatre bookings set for September run 64.4 per cent in excess of the playing time in the same month in 1948; circuit bookings already set for the month are reported to be 48.1 per cent greater than September of last year, the company stated.

British Testimonial For Archibald Soon

London, Aug. 28.—The BFPA, KRS and the CEA—British Film Producers' Association, Kinematograph Renters' Society and the Cinematograph Exhibitors' Association—have joined in arranging a luncheon for Lord George Archibald at Claridge's on Sept. 14. The occasion is prompted by Archibald's recent elevation to the peerage.

He is one-time joint managing director of United Artists here. During the war he was director of the film division of the British Information Services in New York. Currently, he is associated with J. Arthur Rank in the top echelon of the Rank Organization in England.

Zukor Tribute

(*Continued from page 1*)

The suggestion was made by Harry Brandt, head of Brandt Theatres.

Other speakers at the meeting included Hugh Owen, Paramount's Eastern and Southern division manager; Al Kane, assistant Eastern and Southern division manager and drive co-captain; Oscar Morgan, short subjects sales manager; Henry Randel, New York district manager; and Myron Sattler, branch manager. The meting was the last to be held before the opening of the drive, on Sept. 4.

Gordon Films Formed

Gordon Films, Inc., has been formed by Richard Gordon to engage in the film import-export business.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, returned here Friday from an extended tour of Europe.

•

D. Winters, Chicago; Jerry Marks, Cincinnati; J. Kirby, Pittsburgh; J. Goodman, Cleveland; E. M. Alderman, Los Angeles, were visitors at the New York Variety Club.

•

J. S. Jossey, treasurer of Hallmark Productions, is en route to England. Accompanying him are Mrs. Jossey and Charles B. Meade, personnel supervisor.

•

Joe Roberts of Motion Picture Sales Corp., and Mrs. Roberts have returned here from Saratoga. Alec Moss of the same company, has returned from Boston.

•

Salvatore Casolaro, Grandi Film Distribution Co. president, returned here over the weekend by TWA Constellation from Rome.

•

Mollie Stickles, manager of Loew's Poli Palace Theatre, Meriden, Conn., has become engaged to Dr. Irving Katz of that city.

•

Mrs. Leon Brewster, widow of Eugene V. Brewster, former motion picture producer, has been named manager of the Hotel Garde, Hartford.

•

J. J. Fitzgibbons, Famous Players Canadian president, celebrated a birthday Friday while on a business trip to New York.

•

Robert Goldstein, Universal-International Eastern studio representative, is in California following his recent return from Europe.

•

Max Cohen, Film Classics Eastern division manager, has left here for Washington, Cincinnati and Pittsburgh.

•

Sol Edwards, Selznick Releasing Organization sales executive, left here yesterday for Chicago, Des Moines and Omaha.

•

B. G. Kranze, Film Classics sales vice-president, left here over the weekend for Buffalo and Canada.

•

Eddie Miller, manager of Warner's Hippodrome Theatre, Cleveland, is in Mexico from that city.

•

Lou Guimond is in Mt. Vernon Hospital for a checkup.

STEVE BROIDY, Monogram-Allied Artists president, and Scott R. Dunlap, producer, are due at the Coast studio today from New York.

•

Eddie O'Connor, Loew's International Far East director, is in Batavia to establish a sales office for Indonesia, where Sam Burger, sales manager, is due to join him from New York.

•

Charles Simonelli, Universal-International exploitation head, left here on Friday for Mackinac Island, Mich., where he will be joined by Ben Katz, Midwest advertising-publicity representative.

•

Sidney Pink, operator of film art theatres on the Coast, is due here today from Los Angeles, accompanied by Ed Barrison of Cinema Distributors.

•

James Mosettig has been transferred from RKO's 84th Street Theatre, New York, to RKO's Albee, Providence, where he is box-office treasurer.

•

William B. Zoellner, M-G-M short subject and reprint sales head, will be in Milwaukee today from Minneapolis.

•

Lamar Trotti, 20th Century-Fox producer, and Walter Lang, director, will leave Hollywood today for Nantucket, Mass.

•

Al Tamarin, United Artists publicity director here, will return to the home office today after three weeks on the Coast.

•

J. Knox Strachan, publicity director for Warner Theatres, Cleveland, is on vacation in Canada and Upstate New York.

•

Mrs. Archibald Silverman, wife of the president of the Strand Theatre, Providence, has left there for a trip by air to South Africa.

•

J. H. Karlan has been appointed Eastern district manager of Continental Electric Co., with offices in New York.

•

Joseph L. Mankiewicz, 20th Century-Fox producer, arrived here from the Coast over the weekend.

•

Charles Coburn arrived in New York over the weekend.

Reade to Open Eight Drive-ins in 1950

Following the opening of the new Lawrence Drive-in Theatre in Trenton last Tuesday, Walter Reade, independent circuit operator, announces that work would start immediately on drive-in No. 5 of a contemplated 27 drive-ins.

Two other locations have been optioned in New York State and work will commence as soon as passing of title has been consummated. The organization plans to build eight more in 1950.

Carmichael Leaving

San Francisco, Aug. 28.—Ralph Carmichael has resigned as Republic branch manager here after four and one-half years with the company. He will return to Los Angeles where he had been associated with M-G-M for 26 years. Also leaving Republic here is Sid Martenstein of the sales department.

TV Station on Air Oct. 16

Kansas City, Aug. 28.—The *Kansas City Star's* television station will begin commercial broadcasts on Oct. 16.

Newsreel Parade

EARTHQUAKES in Ecuador, forest fires in France, swearing-in of J. Howard McGrath and Tom Clark and various sports events highlight current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 69—Forest fire in France. Ecuador earthquake reconstruction. Truman signs North Atlantic treaty. Tom Clark sworn in as Supreme Court Justice. J. Howard McGrath sworn in as Attoney-General. Asbury Park baby parade. Speedboating. Tennis. Auto racing. Women's AAU swim meet.

NEWS OF THE DAY, No. 303—Forest fires in France. Washington: Truman, McGrath, Clark. Ecuador earthquake. Asbury Park baby parade. New Coast Guard life boat. National women's AAU meet. Britain: Auto classic.

PARAMOUNT NEWS, No. 2—Forest fires hit southwest France. Herzl re-buried in Jerusalem. President Truman, Tom Clark, and Philip Mickman, channel swimmer. Ecuador earthquake.

TELENEWS DIGEST, No. 34-B—Washington; Bombshell in B-36 probe. France: 80 die in fires. Finland strike wave. Korea: President Rhee meets Chiang Kai-shek. OSS monument dedicated in Norway by Gen. William Donovan. Swearing-in of Clark and McGrath. New York: Dream House story.

UNIVERSAL NEWSREEL, No. 277—Ecuador: Tragic earthquake aftermath. Ann Blyth, honorary mayor of Toluca Lake, Cal. Clark, McGrath and Boyle sworn in. Palisades Park: Girl with prettiest hair. England: Auto racing. Premiere of "Sword in the Desert" in New York. France's forest fire.

WARNER PATHE NEWS, No. 4—Ecuador earthquake. Herzl re-burial in Jerusalem. Navy hurricane hunters in Miami. French forest fire. Diving bell wedding. Women's AAU swim meet. Old car race. Motorcycle drill team.

Armour Is Named To Republic Post

Reginald Armour, long active in the foreign distribution of American films, has been appointed Far Eastern supervisor for Republic Pictures International Corp.

Former Far Eastern general manager for RKO Radio, then European general manager, Armour became assistant general manager of the RKO studios in 1941. He was later appointed European general manager of Walt Disney Productions and recently served as an executive of Columbia Pictures International.

Warners to Remake 'The Jazz Singer'

Hollywood, Aug. 28.—Warners will remake "The Jazz Singer," the picture which, on its release in Oct., 1927, opened the era of sound films, Jack L. Warner, production vice-president, has announced. Lou Edelman will produce, with Louis Meltzer assigned to write the screenplay.

'Joan' Scores in Sydney

Sydney, Aug. 28.—Premiere of "Joan of Arc" at the Century Theatre here proved an outstanding success with the advance sale of tickets indicating capacity audiences for many weeks. Long queues were formed at every performance despite heavy rains on the opening day.

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"Enjoyable. Should run in the money!"
INDEPENDENT

"Should pay off at the boxoffice!"
SHOWMAN'S

"A sheer delight. Highly profitable!"
BOXOFFICE

"Plenty of selling angles!"
EXHIBITOR

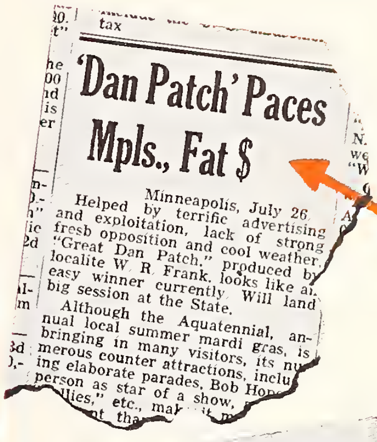
"Solid contribution. Action, thrills, excitement, color!"
HOLLYWOOD REPORTER

"Gentle humor, highly dramatic moments, will please!"
VARIETY

"Appealing, touching!"
MP DAILY

"A warmly satisfying document!"
NEWSWEEK

MAKING RECORDS! BREAKING RECORDS! THAT'S "THE GREAT DAN PATCH" ALL OVER!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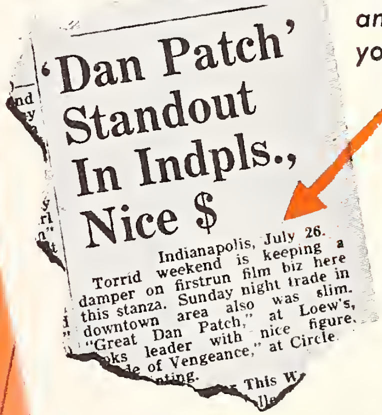
'Dan Patch' Paces Mpls., Fat $

Minneapolis, July 26.
Helped by terrific advertising and exploitation, lack of strong fresh opposition and cool weather, "Great Dan Patch," produced by localite W. R. Frank, looks like an easy winner currently. Will land big session at the State.

Although the Aquatennial, annual local summer mardi gras, is bringing in many visitors, its nu merous counter attractions, inclu ing elaborate parades, Bob Hop person as star of a show, llies," etc., mak



'Dan Patch' Standout In Indpls., Nice $

Indianapolis, July 26.
Torrid weekend is keeping a damper on firstrun film biz here this stanza. Sunday night trade in downtown area also was slim. "Great Dan Patch," at Loew's, oks leader with nice figure. de of Vengeance," at Circle nting.

This W

We can't reveal the figures but take a peek at your Variety and see for yourself!

W. R. Frank
presents
"THE GREAT DAN PATCH"
starring
DENNIS O'KEEFE · GAIL RUSSELL
RUTH WARRICK
CHARLOTTE GREENWOOD
with HENRY HULL · JOHN HOYT
Arthur Hunnicutt · Clarence Muse
Written and Produced by JOHN TAINTOR FOOTE
Executive Producer W. R. FRANK · Directed by JOE NEWMAN

Play that winning hunch. It's plain horse sense to book it now with smash results from well over 300 initial engagements!

thru UA

ALL-TIME HIGH
"ROSEANNA" IS

City After City Reports Record-Breaking Business in Sensationally Exploited Four-State World Premiere!

Samuel Goldwyn's

GROSSES PROVE
HE REAL McCOY!

INDIANAPOLIS opened to twice the business of any previous Goldwyn picture...gross for the week at least $4,000 better than BISHOP'S WIFE or WALTER MITTY.

CHARLESTON, W. VA. — biggest opening in the history of the city... gross for the week exceeded BEST YEARS at advanced admission prices and hit over 200% of weekly gross on WALTER MITTY or BISHOP'S WIFE.

CINCINNATI — new all time high in gross and attendance opening day at the RKO Albee. The opening was three times the gross of WALTER MITTY or BISHOP'S WIFE.

LOUISVILLE, KY. — another house record — the gross for the week far in excess of any business ever done by any Samuel Goldwyn picture, including BEST YEARS.

WHEELING, W. VA. — opening day and balance of the week sets a new house record...200% of the previous high Goldwyn gross.

FAIRMONT, W. VA. — another record broken.

(SIXTY SMALLER TOWNS HAVE DONE FROM 200% TO 400% OVER THEIR NORMAL BUSINESS!)

ROSEANNA McCOY

starring
FARLEY GRANGER · CHARLES BICKFORD · RAYMOND MASSEY
RICHARD BASEHART · GIGI PERREAU
and introducing JOAN EVANS

Directed by IRVING REIS · Screenplay by John Collier · Director of Photography Lee Garmes., A.S.C. · Distributed by RKO RADIO PICTURES, INC.

Gold Renamed for NTFC Presidency

Melvin L. Gold, director of advertising-publicity for National Screen, has been nominated for a second term as president of the National Television Film Council.

New officers nominated on the same slate were William S. Roach of the law firm of O'Brien, Driscoll, Raftery and Lawlor, as vice-president; Sally Perle of the Mesal Organization as secretary, and Ed Evans, film relations director for Station WPIX, treasurer. The slate is unopposed.

Twenty nominations were made for the board of directors, of which 11 are to be elected. Nominees are: Robert Paskow, Elaine Phillips, Jerry Albert, Burt Balaban, Jules Bricken, Helen Buck, William Holland, Saul Tirell, Andy Jaeger, John Novak; Henry Morely, Jack Glenn, Connie Lazar, Judy Dupuy, Charles Basch, John Mitchell, Jack Hoffberg, Irwin Shane and J. A. Maurer.

Election of officers will be held on Sept. 29. It will be highlighted by the second quarterly open forum session.

Richard W. Hubbell, president of Hubbell Television, Inc., was guest speaker at the nomination meeting explaining European television methods.

Johnston Attacks 'Boundaries' Ban

Eric A. Johnston, president of the Motion Picture Association of America, over the weekend reiterated his determination to fight screen censorship.

In a wire sent to Louis de Rochemont, whose film "Lost Boundaries" was recently banned in Atlanta and Memphis, Johnston stated that he has persistently opposed and will continue to oppose censorship as a violation of constitutional guarantees governing freedom of expression.

He expressed the hope that de Rochemont would implement his plans to take legal action on behalf of his film, as in the case of Hal Roach's "Curley" following the ban of that picture in Memphis some time ago.

Johnston said the appeal to the Supreme Court of Tennessee in the "Curley" case would, if necessary, be carried to the U. S. Supreme Court.

Johnston's message to de Rochemont was a response to a wire received from the producer concerning the banning of "Lost Boundaries."

Trade Here Donates $71,139 to N. Y. Fund

Motion picture companies and circuits in the Metropolitan New York area contributed $71,139 to the Greater New York Fund this year, or an increase of $9,266 over last year, according to Joseph R. Vogel, vice-president of Loew's and general chairman of the entertainment committee for the drive.

Union Shop for Loew's

Results of the union shop election conducted by the National Labor Relation's Board at Loew's home office were tabulated finally at the weekend, with 384 voting in favor of a union shop and 16 against, it was reported by Screen Office and Professional Employes Guild.

Review

"Chicago Deadline"

(*Paramount*)

ALAN LADD is on the job again. Cast now as a two-fisted newspaper reporter whose nose for a "juicy story" and hidden sense of chivalry plunge him into a fiery feud with Chicago gangsters, he obliges with another of those performances of his that put the bulk of emphasis on the Ladd personality, thus leaving the histrionics in the hands of the supporting players.

Produced by Robert Fellows and directed for all it is worth in pace by Lewis Allen, from a screenplay which Warren Duff based on a Tiffany Thayer story, "Chicago Deadline" is amply stocked with the sort of familiar melodramatic ingredients that lend themselves well to exploitation and hold good promise of sturdy grosses.

The plot is a singularly complicated bit of business. A better word, perhaps, is confusing. So thickly peopled is this story with key characters in the rush of coincidence-laden events and flashbacks that it is almost impossible to keep up with the maze-like workings of the story.

The picture opens with Ladd's stumbling upon the body of a dead girl in a cheap hotel and takes him on a determined personal crusade to vindicate her reputation despite the extent to which she was exploited by a racketeer, a banker and a gangster. As Ladd picks up, by way of flashback, the threads of the pretty, forsaken Donna Reed's story, he finds that he has caused to be set off a series of "chain-reaction" murders. Also he finds he has fallen in love with the memories conjured up of the dead girl. The loss is June Havoc's, she having allied herself with Ladd because she loves him. When it's all over, it isn't quite clear why much of what happened happened, but we do know that Ladd has emerged victorious in a tough battle in behalf of a dead girl's reputation. Rounding out the cast are Irene Hervey, Arthur Kennedy, Berry Kroeger, Harold Vermilyea, Shepperd Strudwick and others.

Running time, 87 minutes. General audience classification. Release date, Nov. 11.

CHARES L. FRANKE

Key-City Grosses Rise

(*Continued from page 1*)

Daughter" running a close second. Tied for third spot, but considerably behind the leaders, were "The Girl from Jones Beach" and "The Fountainhead."

Pictures which registered better-than-average grosses at frequent intervals were: "The Stratton Story," "Any Number Can Play," "House of Strangers," and "Look for the Silver Lining."

Also coming through from time to time with high box-office performances were: "The Big Steal," "Special Agent," "Tulsa," "Quartet," "Sand," "El Paso, "Mother Was a Freshman," "City Across the River," "The Lady Gambles," "The Red Menace," "Manhandled," "The Wizard of Oz" (reissue), "It Happens Every Spring," "Edward My Son," "The Green Promise," "Mighty Joe Young," "Champion," "Daughter of the West," "The Crooked Way," "The Window," "Africa Screams" (reissue), "The Beautiful Blonde from Bashful Bend," "Massacre River," "Roughshod," "Take One False Step," "We Were Strangers," "Home of the Brave," "You're My Everything," "The Great Dan Patch," "Illegal Entry," "Not Wanted" and "In the Good Old Summertime."

Composite key-city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-23	162	2,497,500	15,417
Jan. 28-29	179	2,624.100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788.600	15.407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545.800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13.212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,307,400	12,678
June 3-4	167	2,295,700	13,747
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12,358
July 1-2	181	2,217,700	12,252
July 8-9	162	2,257,100	13,933
July 15-16	163	2,120,000	13,006
July 22-23	153	2,026,000	13,242
July 29-30	165	2,197,300	13,317

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406.600	$19.031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14.572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14.799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14.548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493,600	14,249
Apr. 23-24	167	2,284,000	13.677
Apr. 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,500	14,470
May 14-15	167	2,301,200	13.780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14.184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13.304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828
July 9-10	161	2,499,000	15,522
July 16-17	170	2,418,900	14,229
July 23-24	172	2,577,800	14,987
July 30-31	170	2,438,600	14,345

Slate Campaign for 'Kiss'

M-G-M's plans for the premiere of "The Midnight Kiss" at the Boyd Theatre, Philadelphia, on Sept. 2 include participation of city officials, numerous organizations, the press and radio. Mario Lanza, who was raised in Philadelphia, appears opposite Kathryn Grayson in the film. He is due in that city today with Miss Grayson and others for pre-premiere promotional activity.

Mrs. Looram Marks Legion Objectivity

CHICAGO, Aug. 28.—"The private life encounters of Hollywood actors have no bearing on our rating or support of a film," Mrs. James L. Looram, chairman of the motion picture committee of the International Federation of Catholic Women which reviews for the Legion of Decency, told 800 women attending the annual convention of the Federation on Friday.

Citing "Joan of Arc" as an example and praising the film for superior merit, Mrs. Looram urged all delegates to see the film, further adding that the Legion's ratings were based objectively on the product itself and not on the stars' "off-screen" activities.

She said she would make all endeavors to counteract those groups who attempted to ban "Joan" purely because of the publicity received by Ingrid Bergman.

She stated that the Legion has not as yet participated in classing films shown on TV, but stressed that a code was now being adopted by television officials.

The principal guest speaker was the Reverend Patrick J. Masterson, executive secretary of the Legion.

Haymarket, London, May Be Fox Showcase

LONDON, Aug. 28.—Twentieth Century-Fox may end up with the Gaumont Haymarket as its first-run in the West End (Times Square) of London. Negotiations with the J. Arthur Rank interests for that theatre have been revived after having been called off after William J. Kupper and Otto E. Koegel, representing the American company, determined its first-run potentialities were not satisfactory.

At that point, discussions were returned to the Leicester Square Theatre which Rank and John Davis, his ranking executive, declined to consider on the ground that transfer to an American company would mean a loss of prestige to the Rank organization.

Murray Silverstone, president of 20th Century-Fox International, is due here from New York in two weeks to finalize the deal for the Gaumont Haymarket.

Defer Ascap Decree Talks to September

Government talks with the American Society of Composers, Authors and Publishers on revision of its 1940 consent decree have been suspended until after Labor Day when the government will offer specific proposals.

The new decree which Ascap had offered was agreeable to the government only in part, numerous terms having been found objectionable by the latter. The government will come back with counter proposals at the post-Labor Day sessions.

Reason for the negotiating hiatus is that Ascap's counsel, Robert P. Patterson, and other key figures in the talks are concerned with other matters at this time.

Corinne Calvet to Tour

Corinne Calvet will embark on a public relations tour of the country on Aug. 31 in behalf of Paramount's "Rope of Sand," in which she makes her American debut.

Seeking Story 'Bank'

(*Continued from page* 1)

as many different starring combinations as possible and thereby endeavor to avoid repetitious casting patterns.

"Our pattern will be no pattern," is how Warner put it. "Formulas are fine in chemistry, but they are deadly in entertainment. When we saw the trend of things after the war ended we began our revision of operations and approach. The entertainment business has become genuinely competitive. It is impossible to compete when the same thing is done over and over again.

"With a bank of 100 different stories utilizing the fullest possible star strength, Warner will be able to deliver to exhibitors and public a steady stream of entertainment. We are committed to a policy of delivery. We know where we're going and where the exhibitor who plays our product is going.

"An active schedule of 100 gives a studio like ours the flexibility its facilities make possible. Our production pace will be steady. We will maintain a large backlog."

Color Video Tests

(*Continued from page* 1)

Communications Commission to specify the nature of the field tests which the FCC would consider adequate for approval of the CBS color television system.

The CBS position on color television was outlined in letters sent on Friday by Stanton to Sen. Edwin C. Johnson, chairman of the Senate Committee on Interstate and Foreign Commerce, and to FCC Commissioner Robert F. Jones, copies of which were given to other FCC members.

In his reply to Sen. Johnson, Stanton emphasized that CBS is doing "everything we reasonably can to make color television generally available at the earliest possible time."

Hit Allocations

(*Continued from page* 1)

pictures resulting in unreasonable film rental terms; disregard of theatre overhead and profits; the arbitrary attitude of some local film company managers and salesmen; the shortage of prints in the Omaha and Des Moines exchanges; the practice of putting third or fourth bracket pictures on saturation booking release at inflated rentals; the apparent disclosure of film rental terms in theatres by and between managers and salesmen of different companies as an unfair sales policy jeopardizing the film supply of the theatres so exposed; the practice of allowing free admissions for children in drive-in theatres as being unfair competition to indoor theatres charging regular admissions."

The convention, attended by 110 theatremen from Iowa, Nebraska and South Dakota, also recorded opposition to cuts in admission prices at this time. Charles Niles, chairman of the unit's Allied Caravan and secretary of national Allied, was instructed to "demand" of all companies:

"1.—More prints on top pictures from the Des Moines and Omaha exchanges in order to provide quicker liquidation; eliminate the hardship of late playing time with loss of advertising benefits from national and key-run campaigns and

"2.—That disclosure of theatre film rental terms by and between representatives of all film companies to other film company representatives cease forthwith and permanently."

Midnight and back-to-school shows, which are activities optional with each exhibitor, were discussed. Public relations was another topic and all members were urged to date and play the industry's public relations shorts as well as "How Much Do We Owe?," the Disabled American Veterans' subject which National Screen is distributing.

Enthusiastically approved were two campaigns, "1950 Starts With September" and "Greater New Movie Era," much of the material for which will be furnished members gratis by the organization.

Additional meetings were determined for Des Moines on Nov. 15 and for Omaha on the following day. The 1950 convention will be held in Omaha.

Reviews

"Post Office Investigator"

(*Republic*)

Hollywood, Aug. 28

IN keeping with the trend of attractions employing various government agencies as their heroes—we've had 'em about the FBI, the Treasury Department, Customs and Immigration—it was to be expected the Post Office Department would show up in due time. Thus, audiences will find "Post Office Investigator" a tribute, plus, to the sleuths who run down violators of the mail codes and bring them to justice.

The picture, made on an unpretentious budget, achieves unusual novelty of plot and swift pace due to the combined efforts of producer Sidney Picker, director George Blair and screenwriter Frank K. Butler. Its audience appeal is good.

The principal departure from routine is that the feminine lead, Audrey Long, serves as the heavy. In this role, Miss Long proves both able and attractive as she goes about lifting a $100,000 block of rare stamps from her employer and then double-crosses her accomplices.

The Post Office investigators enter the plot when Miss Long daringly uses her charms to extract a mailed letter, containing the stolen stamps, from an unsuspecting mailman, played by Warren Douglas. The personable young man proceeds to assist his superiors in tracking down the culprits and proves that crime, even when so ingeniously contrived, does not pay. Romantic compensation is also provided for him in the person of Jeff Donnell, ingenue, in pleasant contrast to the more aggressive other woman. Marcel Journet and Richard Benedict offer impressive characterizations as a slick pair of stamp thieves.

Running time, 59 minutes. General audience classification. Release date, Sept. 1.

"The Blazing Trail"

(*Columbia*)

CHARLES STARRETT plays the Durango Kid in a roaringly-paced Western which, despite a few shortcomings, shapes up as good, exciting entertainment for action-film fans.

"The Blazing Trail" wanders dangerously close to getting away from the simple, direct format that has endeared the Durango Kid to Western fans, particularly the junior grade. More disturbing than a one-scene flashback is the frequent insertion of a running commentary by Starrett, which may impair enjoyment of current action for the youngsters.

Its element of mystery comes as an entertainment bonus, however, for even a seasoned whodunit fan won't find it too easy to guess which one of a half-dozen suspects ambushed old Tom Brady until the last reel. Among the suspects are the town's leading gambler, intriguingly labeled "Full House," the dead man's two brothers, his lawyer, a trusted ranch foreman and the heroine herself.

Starrett solves the perplexing case, with the comic and musical aid of "Smiley" Burnette, in the role of a one-man newspaper. Some especially pleasing tunes by Smiley, Hank Penny, Slim Duncan and group more than compensate for any deficiencies in the Colbert Clark production, which was directed by Ray Nazarro and written by Barry Shipman. Others in the cast are Marjorie Stapp, Steve Pendleton, Jock O'Mahoney, Fred Sears, Steve Darrell, Trevor Bardette and John Cason.

Running time, 56 minutes. General audience classification. July release.

"Outcasts of the Trail"

(*Republic*)

Hollywood, Aug. 28

MORE drama than ordinarily prevails and considerable chase footage characterize an otherwise routine Western in "Outcasts of the Trail." Youngsters probably will revel in frequent scenes of hard riding and plentiful fight episodes although they may find the story a little slower and more involved than their customary fare.

Monte Hale is a pleasantly efficient lawman in tracking down the real stagecoach bandit and killer, who, of course, is masquerading as a family friend of the heroine, attractively portrayed by Jeff Donnell. Villain Roy Barcroft has the assistance of several other scoundrels, including Milton Parsons, who is more familiarly seen as a rule in the role of a mortician.

John Gallaudet enacts the girl's father and provides most of the plot incentive through the conflict set up when his former partner in crime, Barcroft, refuses to let him go straight and turn over the cashed $100,000 to the authorities following Gallaudet's release from prison.

Producer Melville Tucker, director Philip Ford and cameraman Bud Thackery show Olive Copper's script to its best advantage in the action sequences, particularly in the buckboard race, the stagecoach runaway and sundry chases.

This item was caught at the Hitching Post theatre here where the generally noisy youngsters this time remained surprisingly calm.

Running time, 60 minutes. General audience classification.

'P. R.' Parley Caucus

(*Continued from page* 1)

to come up for consideration.

Already here, or due to arrive by tomorrow morning, are Ned E. Depinet, Austin Keough, Maurice Bergman, Francis Harmon and Kenneth Clark, who will sit in on tomorrow's MPAA caucus. It could not be determined today whether MPAA president Eric A. Johnston would arrive here from Washington in time to participate, although it is certain that he will be on hand when the convention is called to order by Depinet on Tuesday.

Also scheduled to be among the early arrivals are representatives of Allied States Association, New York Metropolitan Motion Picture Theatre Owners, Society of Independent Motion Picture Producers, Independent Theatre Owners Association, TOA, and others.

Active participants in the convention will total about 60, representing 14 industry organizations and groups. A sizeable number of industry observers is expected to be on hand also.

Paramount's Maco

(*Continued from page* 1)

operation of the Nicholas and Strand, managed by Fairmont Theatre Co., has been dissolved, with the Nicholas family retaining the Nicholas and Maco buying the Strand.

Fairmont Theatre Co., under management of Mrs. Percil Stephenson, daughter of W. L. Nicholas, will continue operation of the two stands until Oct. 1. After that date Maco will operate the Strand and Mrs. Stephenson will take the Nicholas.

Meantime, Maco reports making progress in a similar partnership split with the Welworth (Eddie Ruben) circuit at La Crosse, where Welworth operates the Hollywood and Fifth Avenue. Latter move is also in compliance with terms of the decree agreement.

The Paramount home office is also expected to announce other properties for sale in the Maco circuit early in September.

3 Republic Regionals

(*Continued from page* 1)

Mitchell, Portland; Gene Gerbase, Denver; Earl Collins, Los Angeles.

The Chicago meeting will be held at the Blackstone Hotel on Sept. 12-13. Yates, Grainger and Walton will be joined by Walter L. Titus, Jr., vice-president and division manager; J. P. Curtin, executive assistant to Grainger; and managers Sam Seplowin, Detroit; I. H. Pollard, Cleveland; A. H. Fisher, Chicago; Jack Dowd, Indianapolis; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; Nat E. Steinberg, St. Louis; Loe V. Seicshnaydre, New Orleans; Nat Wyse, Memphis; John J. Houlihan, Dallas; David Hunt, Oklahoma City.

At the New York meeting at the home office, Sept. 15-16, managers attending will be William Murphy, New York; Norman Silverman, Philadelphia; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dervin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh; George H. Kirby, Cincinnati; Jake Flax, Washington; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; Harold Laird, Tampa.

"In my opinion, JOLSON SINGS AGAIN is one of the most outstanding pictures ever produced in Hollywood. Every minute is thoroughly entertaining, and the picture is high-lighted by many inspiring moments. The production is so skillfully handled that watching it on the screen, I felt as if the living persons were directly before me. I am confident this outstanding picture will do tremendous boxoffice."

—Charles P. Skouras

Jolson Sings Again is now playing pre-release engagements at Loew's State Theatre, New York, and the Woods Theatre, Chicago.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 42 NEW YORK, U. S. A., TUESDAY, AUGUST 30, 1949 TEN CENTS

MPAA to Ask For Video Air Channels

Tentative FCC Brief Holds Cables Inadequate

Contending that common carriers are incapable of performing the necessary service, the assignment of specific and exclusive air channels for large-screen theatre television is asked for in a brief which has been drafted by the television committee of the Motion Picture Association of America and is to be filed with the Federal Communications Commission in mid-September.

MPAA will also ask that the FCC institute a rule-making procedure with regard to air-space allocations and that the Commission set specific rules and regulations on programming. Additionally, a public hearing on the entire subject would be "consistent with the public interest," the MPAA group holds.

Facts and figures on the economic stature of the film industry and the public services it performs are given

(*Continued on page* 10)

MPAA Will Probe Effect of Television

Washington, Aug. 29.—The Motion Picture Association of America's television committee has named a special research sub-committee to study what effect television is having on the income of the film industry.

The sub-committee is supposed to report its plans for the study to the full committee in the next few weeks. The sub-committee will eventually collect all types of statistical and economic information on the relations of television and motion pictures, but the primary project will be to ascertain

(*Continued on page* 10)

Ten Features Are Set For 20th-Fox Drive

Ten 20th Century-Fox pictures will be released during the branch managers' testimonial drive which got under way this week in all 37 branches of the company in the U. S. and Canada.

Pictures to be released during the four-month period are: September, "Come to the Stable," starring Loret-

(*Continued on page* 11)

Grosses Up at N. Y. 1st Runs; $50,000 Income for 'Sword'

Arrival of several new shows provided a nice box-office assist for New York's first-runs. The current week's overall take is above recent averages although a hot spell cut weekend business somewhat.

"Sword in the Desert" is drawing multitudes to the Criterion, where a new attendance record has been established. The film probably will wind up its first week with a $50,000 gross, which is about $12,000 short of the record business chalked up by "Brute Force." However, "Force" played the Criterion at higher admission prices.

"I Was a Male War Bride" is doing very lofty business at the Roxy, where it is accompanied by Jack Haley and an ice revue on stage; the show is likely to bring in about $115,000 for a first week, this based on the Friday-through-Sunday take of $63,000. "Madame Bovary," with David Rose's orchestra on stage, promises to give the Capitol about $78,000 in a strong opening week.

"Animal Crackers" and "Duck Soup," reissues starring the Marx Brothers, are proving a good combination at the Gotham, which looks for about $16,000 in the first week. The re-release of the two films by Paramount is in line with the company's recently-announced policy of reviving

(*Continued on page* 10)

Cite Eckhardt on Golden Anniversary

Hollywood, Aug. 29.—More than 400 members of exhibition, distribution and production branches of the industry attended the Golden Anniversary banquet honoring Clyde W. Eckhardt, Fox West Coast Theatres executive, on his completion of 50 years in show business at the Hotel Ambassador tonight. The banquet was tendered by Variety Club Tent No. 25. Eckhardt said he thinks show business is the best in the world and has no intention whatever of retiring.

Eiseman, 55, WB's N. Y. District Chief

Clarence Eiseman, 55, New York Metropolitan district manager for Warner Brothers, died at his home on Sunday after a long illness. Funeral services for Eiseman, who is survived by the widow, Jennie, and a son, Richard, will be held today at the West End Funeral Chapel.

Eiseman joined Warners as a salesman in Cleveland in 1942, was promoted to branch manager in New York in April, 1943, and was made New York district manager in Nov., 1948.

Opportunity Is Beckoning

NOT since the urgencies of war has there been assembled under a single conference roof a group as genuinely representative of the entire industry as that which meets in Chicago today and tomorrow to develop a public relations program.

It is a different kind of urgency and crisis, of course. This may be described as a crisis born of the urgent need to organize a coalition for the defense and the growth of reputation which has been improperly safeguarded.

There is little point in reciting what all knowing hands have realized so long. The motion picture business is an old and adept hand at publicity, some good and much horrible, but it has been considerably less adroit in the far more difficult area of public relations.

Headline seekers have had their headlines, but at what cost to the industry of which they seem to forget they also are a part, beggars calculation. In various segments of the public eye, from time to time, we have been made to look brash, immature, boastful, risque, immoderate and irresponsible through the witting and unwitting transgressions of many of our space-seekers, our opportunists and our politicians.

It is high time for this pattern of business behavior to be corrected.

The Chicago meetings can be meetings of accomplishment if the deck is dealt above board and no cards are palmed. Personality and individual battle-cry need not abandon their autonomy, nor should this be expected as a price exacted in the interest of the purpose at hand. But personality, and whatever the battle-cry, should enter these deliberations fully prepared to comprehend the larger issue and to appreciate the obvious truth that good public relations draw no lines.

When they spread their benefits, everyone is in on the glow.

Red Kann

Johnston Will Launch 'P. R.' Parley Today

General Discussion Will Follow Opening Address

Chicago, Aug. 29.—Following the formalities which will get the all-industry public relations conference under way tomorrow morning at the Drake Hotel here, Motion Picture Association of America president Eric A. Johnston will take the rostrum to deliver the opening address. A general discussion is scheduled to follow.

Johnston arrived here today from Washington to complete the group of MPAA delegates. This afternoon Ned E. Depinet, who as chairman of the MPAA exhibitor-community relations committee heads the MPAA delegation, conducted advance caucuses among that delegation. Depinet is scheduled to call the full conference to order at 10:30 tomorrow morning, with the first business to be the selection of a conference chairman and secretary.

Theatre Owners of America execu-

(*Continued on page* 11)

Atlas in Deal for RKO Pictures Stock

The financial report of Atlas Corp. for the six months ended June 30, 1949, issued here yesterday, discloses that the investment company has entered into contracts to acquire on a "when, as and if issued" basis, 69,300 shares of the New RKO Picture Company upon its formation, for $256,113.

While the statement makes no reference to the New RKO Theatre Company, it is known that Atlas, which is headed by Floyd B. Odlum, has an option to meet any offer for Howard Hughes' controlling stock interest of

(*Continued on page* 10)

Walt Disney Forms Own Music Company

Walt Disney Productions is entering the music publishing field under the name of Walt Disney Music Co., it was announced here yesterday as incorporation was completed and plans for immediate operation were finalized.

Officers of the company, headed by Roy Disney as president, are: Card Walker, executive vice-president;

(*Continued on page* 11)

Personal Mention

VINCENT TROTTA, National Screen Service art director, has been chosen for the 15th consecutive year as a judge of the Atlantic City "Miss America" beauty contest.

●

M. GREEN, Miami; J. GOODMAN, Cleveland; DAVID SCHWARTZ, Baltimore; J. F. DAILEY, Washington; C. ROSENBERGER, San Francisco; JAMES FRANK, Atlanta, and EDWARD TASKAY, New Haven, visited the New York Variety Club over the weekend.

●

OPHELIA BRUSSALY, secretary to RUSSELL MOSS, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63, returned here yesterday from a Catskill Mountains vacation.

●

WILLIAM F. RODGERS, M-G-M sales vice-president now in Chicago attending the all-industry public relations meeting, plans to leave here for the Coast on Sept. 8.

●

EDWIN AARON, 20th Century-Fox divisional manager at Kansas City, was visiting Omaha from there last week.

●

IRENE MCKENNA, secretary to PAUL N. LAZARUS, JR., at United Artists, will leave the company next month to engage in other activities.

●

BERNIE DRESNER, New York motion picture cameraman, is now with the Boston Greenland Expedition, handling the film assignment.

●

ARMAND DENIS, African explorer, has arrived to the M-G-M Coast studio for conferences prior to leaving for Africa.

●

VINCENTE MINNELLI, M-G-M director, is in Boston from Hollywood, where he has joined JUDY GARLAND for the Labor Day holiday.

●

ED HAYES, Film Classics sales representative at Atlanta, is confined to a hospital there.

●

GEORGE ROSCOE, Columbia branch manager at Atlanta, has returned there from Chicago.

●

SAM SCHINE, Strand Amusement Co., Bridgeport, treasurer, has returned there from a Vermont vacation.

●

BERNARD J. GATES, Monogram's Latin America supervisor, is here from Rio de Janeiro.

●

JOEL LEVY, Loew's out-of-town booker, has returned here from a tour of New England.

●

HERBERT CROOKER, M-G-M publicity manager, left here yesterday for Philadelphia.

●

ARTHUR LOEW, Loew's International president, is on the Coast from New York.

Drive-In Owners To Hold First Meeting

COLUMBUS, O., Aug. 29.—First regular meeting of the entire membership of the Drive-In Theatres Association has been set for Tuesday, Sept. 12, in the local Variety Club headquarters in the Grand Theatre Building, this city, Ethel Miles, organization secretary announces.

Having only recently been organized, details of the association's incorporation, constitution and by-laws will come up for action and a widespread membership campaign will be started. Eligible are drive-in owners, partners and managers.

Frank Nolan of the Valley Drive-in at Athens is president of the group, Frank Yasseroff is vice-president, and Jack Armstrong of Schwyn Theatres, Bowling Green, is treasurer.

Principal objects are mutual aid and defense against discriminatory local or state legislation.

Fitzgibbons Closes For 19 British Films

TORONTO, Aug. 29.—Official announcement has been made by both parties to the contract that Famous Players Canadian Corp. has completed a deal for a block of 19 British features with Eagle-Lion Films of Canada, a J. Arthur Rank enterprise, for the new season, thus confirming the report of a week ago.

According to J. J. Fitzgibbons, president of the Canadian circuit, the deal was made partially because it serves the purpose of providing additional assistance to the United Kingdom in its economic crisis.

Features understood to make up the British group include the product of London Film Productions, British Lion Film Corp. and Herbert Wilcox. These had been acquired for Canada by Eagle-Lion for release commencing Sept. 1.

Para. Buffalo House Will Open Tomorrow

BUFFALO, Aug. 29.—Buffalo's new Center Theatre will be formally opened on Wednesday with elaborate ceremonies, it was announced today by Edward L. Hyman, vice-president of Paramount Theatres Service Corp. Hyman is here from New York to finalize arrangements for the dedication.

The theatre, which has undergone a remodeling and modernizing program costing approximately $200,000, was formerly known as the Hippodrome and will re-open with a policy of long-run pictures. Paramount's "Top o' the Morning" will be the first production under the new policy.

Garbo to Star in Wanger Rome Film

HOLLYWOOD, Aug. 29.—Greta Garbo will star in "The Duchess of Langais," first of several films to be made in Rome by the newly-formed Wanger International Productions, Walter Wanger has announced. Shooting starts Sept. 15, with Max Opuls directing.

Louis Johnson Will Address TOA Meet

U. S. Secretary of Defense Louis Johnson yesterday informed Gael Sullivan, executive director of the Theatre Owners of America that he had accepted the invitation of the TOA to speak at its annual convention in Los Angeles, Sept. 12-15. Johnson, who will fly to the Coast, will be the principal speaker at the TOA President's Dinner Sept. 15, at the Ambassador Hotel.

Secretary of Commerce Charles Sawyer previously accepted an invitation to address a luncheon meeting of the convention on Sept. 14.

Nine Win Awards in Chas. Skouras Drive

SAN FRANCISCO, Aug. 29.—Andrew Saso, manager of the California Theatre, San Jose, was the Northern California winner of the Charles P. Skouras "Showman of the Drive" award, which closed the seventh Charles P. Skouras showmanship drive for Fox West Coast managers.

Named at the general meeting for Northern California executives called by Skouras, National Theatres and FWC president, here, Saso received an award of $250. At the same time the following Northern division men were named "showmen of the month": C. E. Macdonald, manager, Fox Theatre, San Francisco, (now manager of the Crest, Fresno); Saso; John R. Fredericks, Fox, Visalia, (now at the California, Berkeley); William Graham, Marvel, Vallejo; Henry Pines, Crest, Reno; Warren D. Lemley, Grand, Richmond, (now at the State, Richmond); Edward Sullivan, Peninsula, Burlingame; George Sharp, Wilson, Fresno, and Robert Apple, Grand Lake, Oakland. Each collected $100 for turning in "best" campaigns.

Attending from Southern California in addition to Skouras were Los Angeles executives W. H. Lollier, George Bowser, Victor Adams, Dick Dickson, Edward Zabel, John Lavery and H. C. Cox. Ted Gamble of the Theatre Owners of America was also present.

'U' Promotes Mrs. Nathan

Mrs. Estelle Nathan, a member of the Universal Pictures advertising-publicity department for the past four years, has been promoted to head the company's still department and library in New York. She replaces Mrs. Lillian Thompson Fisher, who died suddenly following an emergency operation two weeks ago. Mrs. Nathan started with Universal 10 years ago in the statistical department.

'Danube' Set in Boston

BOSTON, Aug. 29.—World premiere of Metro-Goldwyn-Mayer's "Red Danube" will be held here at the State and Orpheum theatres on Sept. 22. Janet Leigh, star of the film, and director Carey Wilson will attend the premiere activities.

90 Cleveland Houses Grant Booth Raises

CLEVELAND, Aug. 29.—Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, has concluded a new three-year wage scale contract with Local No. 160, IATSE, to take the place of the present contract which will expire on Wednesday. The new scale, effective to Aug. 31, 1952, covers booth scales in members' theatres only and involves over 90 independent houses.

New scale provides a 5 per cent booth increase for the first year of the contract, with additional 2½ per cent increases in each of the following two years. All other provisions of the former contract remain, including vacations with pay.

Smith, Lawler Head Shea Departments

R. E. Smith has been named head of film buying for Shea Theatres, and Carroll J. Lawler takes over film booking, it was disclosed here yesterday by E. C. Grainger, president of the Shea companies and of Jamestown Amusement. Both posts were formerly held by Jack Shea, who died recently.

Smith, formerly with Shea theatres in the field, was brought to the New York office by Grainger in Jan., 1949 to handle union negotiations and general film buying and to become assistant to Grainger. Previously in independent exhibition in Massachusetts, Lawler became a Shea executive here following service with the Navy in World War II.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BING CROSBY · ANN BLYTH
BARRY FITZGERALD · HUME CRONYN
in "Top O' the Morning"
in Person CARMEN CAVALLARO AND HIS ORCHESTRA plus GARY MORTON
THE VANDERBILT BOYS
Extra THE DE MARCO SISTERS
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG Celeste HOLM
"Come TO THE STABLE"
20th CENTURY-FOX
NOW! Rivoli
B'WAY & 49 ST.

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THIS FACT IS

Paramount:

THE 3 TOP BOXOFFICE ACTORS ARE

Bing Crosby

Alan Ladd

Bob Hope

(Boxoffice Barometer
Exhibitor-Poll)

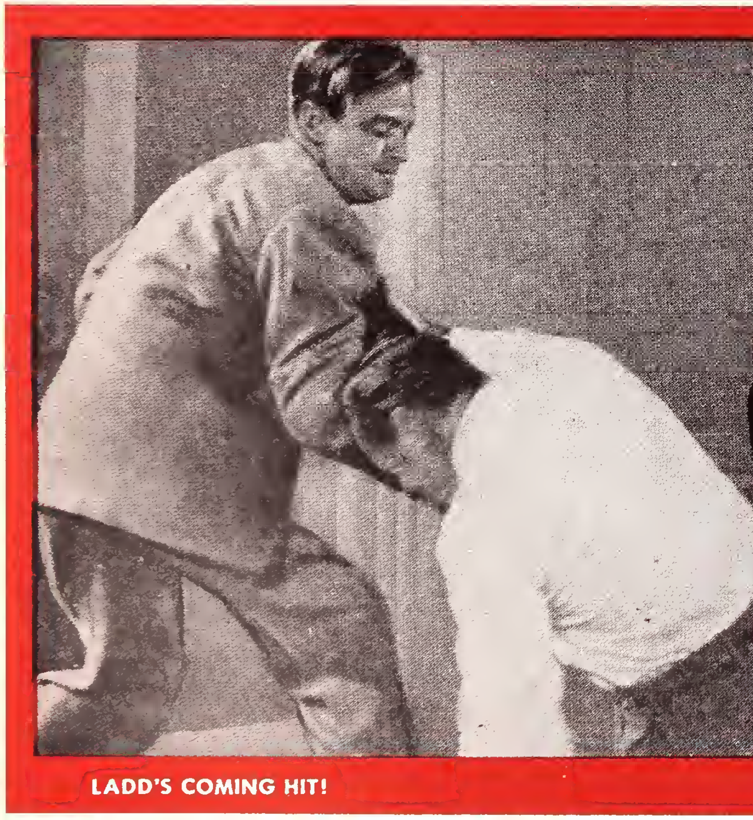
Now look at the *F*act behind this fact . . . .

There's No Waiting!
Paramount's Now Dating

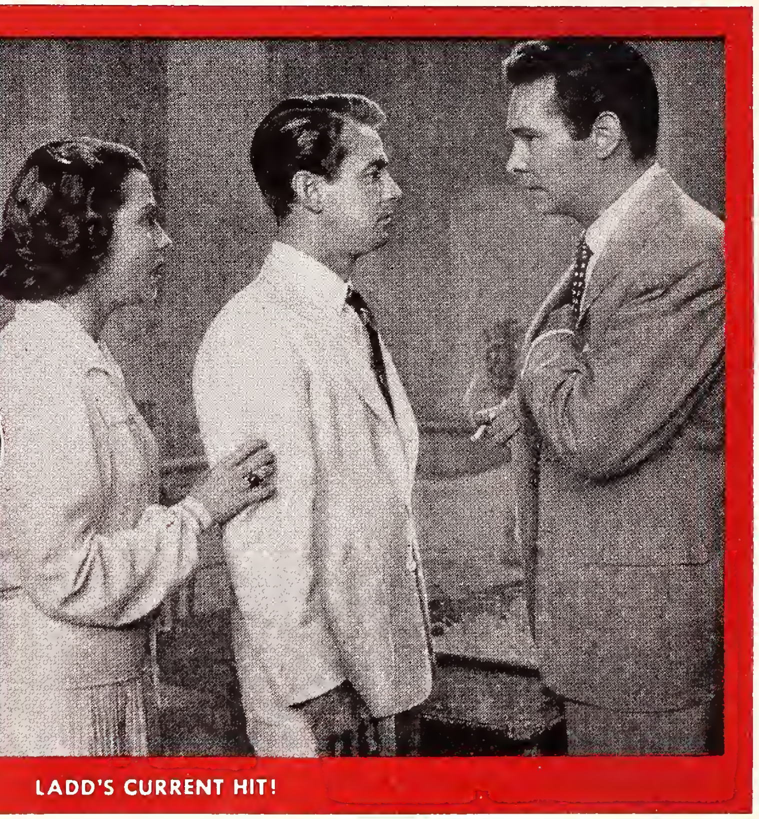
2 Smash Gold Rush Shows from Each of the 3 Top Male Stars!

ALL RELEASED IN 1949

Plan on their coming hits without delay!
Play their current hits right away!



LADD'S COMING HIT!



LADD'S CURRENT HIT!

"CHICAGO DEADLINE" is the bait you want to date for the Armistice Day crowds. This is the biggest story excitement for Ladd since "This Gun For Hire."

"CHICAGO DEAD LINE" starring Alon Lodd and Donna Reed, with June Hovoc, Irene Hervey, Arthur Kennedy Produced by Robert Fellows • Directed by Lewis Allen Screenplay by Warren Duff • Based on a Story by Tiffany Thayer

"THE GREAT GATSBY" currently rated "A superior film" by Louella Parsons in Cosmopolitan, is currently doing superior Ladd business in key dates everywhere.

"THE GREAT GATSBY" starring Alan Lodd, Betty Field, Macdonald Carey, Ruth Hussey, Barry Sullivan, Howard Da Silva, with Shelley Winters • Produced by Richard Maibaum • Directed by Elliott Nugent • Screenplay by Cyril Hume and Richard Maibaum • From the novel by F. Scott Fitzgerald and the play by Owen Davis

"IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN"

BING'S COMING HIT!

"TOP O' THE MORNING" celebrates Paramount Week, Sept. 4-10. Barry's back with Bing to make it 3-in-a-row for the "Going My Way," "Welcome Stranger" team.

"TOP O' THE MORNING" starring Bing Crosby, Ann Blyth, Barry Fitzgerald, Hume Cronyn • Produced by Robert L. Welch • Directed by David Miller • Written by Edmund Beloin and Richard Breen • Lyrics by Johnny Burke • Music by James Von Heusen

BING'S CURRENT HIT!

"A CONNECTICUT YANKEE" in Technicolor, is delighting fans everywhere. If you haven't played it, get it now. It's Bing's biggest romance-and-song show.

Mark Twain's "A CONNECTICUT YANKEE In King Arthur's Court" starring Bing Crosby, Rhonda Fleming, William Bendix, Sir Cedric Hardwicke with Murvyn Vye, Virginia Field, Henry Wilcoxon • Color by Technicolor • Produced by Robert Fellows • Directed by Tay Garnett • Screenplay by Edmund Beloin • Lyrics by Johnny Burke • Music by James Van Heusen

HOPE'S COMING HIT!

"THE GREAT LOVER" is now being wrapped up at the studio for Christmas delivery to you. Paramount spaces release dates right, for a star-eager public.

"THE GREAT LOVER" starring Bob Hope and Rhonda Fleming, with Roland Young, Roland Culver, Richard Lyon, Gary Gray • Produced by Edmund Beloin • Directed by Alexander Hall • Written by Edmund Beloin, Melville Shavelson and Jack Rose

HOPE'S CURRENT HIT!

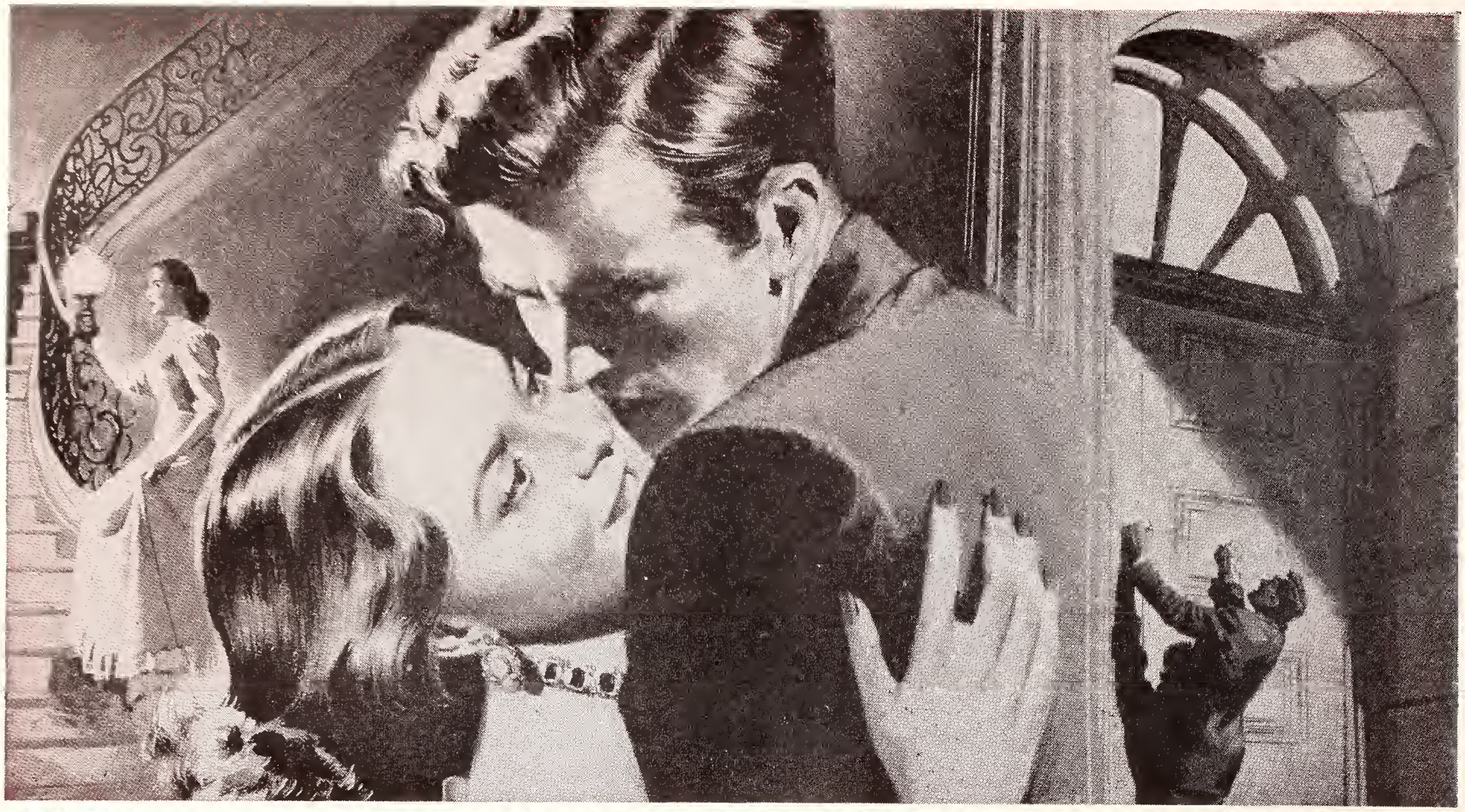
"SORROWFUL JONES" has matched or surpassed "Paleface" just about everywhere. Hope's hotter than he's ever been—in this famous Damon Runyon yarn.

Damon Runyon's "SORROWFUL JONES" starring Bob Hope and Lucille Ball, with William Demarest, Bruce Cabot, Thomas Gomez, and introducing Mary Jane Saunders • Foreword narrated by Walter Winchell Produced by Robert L. Welch • Directed by Sidney Lanfield • Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose • Adapted from a Story by Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

PRINTED IN U.S.A.

ALSO RELEASED IN 1949

These Star Hits With These Hit Stars!



"THE HEIRESS" A William Wyler Production starring Olivia de Havilland, Montgomery Clift, Ralph Richardson, with Miriam Hopkins, Mona Freeman, Vanessa Brown. Selena Royle. Produced and directed by William Wyler. Screenplay by Ruth and Augustus Goetz. Based on their stage play.

◀ **"ROPE OF SAND"** A Hal Wallis Production starring Burt Lancaster, Paul Henreid, Claude Rains, Peter Lorre, with Sam Jaffe and introducing Corinne Calvet. Directed by William Dieterle. Story and Screenplay by Walter Doniger. Additional Dialogue by John Paxton.

"MY FRIEND IRMA" A Hal Wallis Production starring John Lund, Diana Lynn, Don DeFore, with Marie Wilson as Irma, and introducing Dean Martin and Jerry Lewis. Directed by George Marshall. Screenplay by Howard and Parke Levy. Based upon the CBS radio program "My Friend Irma" created by Cy Howard. Music and Lyrics by Jay Livingston and Ray Evans. ▶

◀ **"RED, HOT AND BLUE"** A John Farrow Production starring Betty Hutton and Victor Mature, with William Demarest, June Havoc. Produced by Robert Fellows. Directed by John Farrow. Screenplay by Hagar Wilde and John Farrow. Story by Charles Lederer.

"SONG OF SURRENDER" starring Wanda Hendrix, Claude Rains, Macdonald Carey, with Andrea King. A Mitchell Leisen Production. Produced by Richard Maibaum. Directed by Mitchell Leisen. Screenplay by Richard Maibaum. Special song number by Victor Young, Jay Livingston and Ray Evans. ▶

FOR A COMPLETE PROGRAM BOOK

Ohio ITO Will Hold Session for Drive-ins

Toledo, Aug. 29.—Unique switch in regular exhibitor organization conventions, and undoubtedly the forerunner of a regular practice, will be a separate session for drive-in theatre operators during the three-day session of the Independent Theatre Owners of Ohio, to be held at the Deshler-Wallick Hotel in Columbus on Sept. 20-22. Additionally, there will be a special session for small-town exhibitors. Election of officers is scheduled for the third day. Martin G. Smith is president.

MPAA, Educators in Teaching Films Tie

National Council for Social Studies has named a special committee to cooperate with the Motion Picture Association of America in a program of excerpting feature films for classroom use, the MPAA disclosed here yesterday.

The committee, composed of top educators, is working with the Association's educational services department and with Teaching Film Custodians, distribution affiliate of the MPAA in the preparation of a series of educational films.

The latest in the series—on American history—is now being released to schools. Educational films in this group have been made of footage excerpted from "The Howards of Virginia," "Wells Fargo," "Tennessee Johnson," "Brigham Young" and "Drums Along the Mohawk."

The first films completed were in the field of world history and included footage from "The Crusades," "The House of Rothschild" "Tale of Two Cities," "Conquest" and "Marc Antony of Rome" (made from "Cleopatra").

Dr. William H. Hartley, of Towson State Teachers College, Towson, Md., is chairman of the new committee.

RKO, Rossellini Tilt

Hollywood, Aug. 29.—The RKO Radio studio here reports a dispute between the company and Roberto Rossellini, who has just completed direction of "Stromboli" for RKO in Italy with Ingrid Bergman as the star. According to the studio, Rossellini has refused to deliver to RKO the film from his last three days' shooting on "Stromboli" unless RKO will permit him to remain in Italy to edit the picture.

Rossellini's contract with the company is said to specify that he must come to Hollywood to cut and edit the film and RKO lawyers in Rome are understood to have served a demand on Rossellini for surrender of the missing footage.

Rice Joins Emerald

Hollywood, Aug. 29.—William Rice, who resigned from Warners' publicity department two months ago after an 11-year tenure, has joined Anson Bond's Emerald Pictures as advertising-publicity director.

Reviews

"Everybody Does It"

(20th Century-Fox)

THE audience appeared to thoroughly enjoy Nunnally Johnson's production of "Everybody Does It" at a sneak preview at New York's Academy of Music on 14th Street. Ably directed by Edmund Goulding, Paul Douglas, Linda Darnell, Celeste Holm and Charles Coburn head a convincing cast with plenty of marquee appeal in this hilarious story about a career-crazy wife with much money and little voice and her husband, who has much voice and little money.

Johnson also wrote the screenplay, based on a story by James M. Cain. The highly irrelevant title doesn't detract from this tale which pits social-registerite Celeste Holm, a would-be concert soprano, against her husband, good-looking Paul Douglas, who insists upon supporting his wealthy wife on his income from a housewrecking business and who is equally insistent upon discouraging his wife's concert ambitions. A series of frequent and funny events nips Miss Holm's concert aspirations in the bud and leads to the discovery that Douglas has a fine baritone voice. In between there are frequent scenes of conflict between husband and wife which should elicit many a sympathetic chuckle from audiences. It all winds up on a happy note when, after the failure of Miss Holm's concert plans and Douglas' having ruined his opera debut by becoming stage-struck, the pair face the future together with their musical careers behind them.

Admirably supporting the top-flight acting of the four stars are Millard Mitchell, Lucile Watson, John Hoyt, George Tobias, Leon Belasco, Tito Vuolo and a host of others. Alfred Newman, musical director, turns in a fine job in the many sequences in which the principals sing everything from scales to full-throated arias.

Running time, 98 minutes. General audience classification. For November release.

JAMES P. CUNNINGHAM

"Dolwyn"

(Korda-London Films)

A FITTING marketing approach, the off-Broadway World Theatre, which houses foreign and "art" films exclusively, will be the point of embarkation for "Dolwyn" in U. S. exhibition. For the World, and similar houses throughout the country, the Alexander Korda presentation has all the appearances of choice merchandise. For the standard theatre its appropriateness is somewhat uncertain.

Rich in authentic flavoring and sincerity of presentation, "Dolwyn" has for its subject the Welsh village of the same name and its threatened demise when a prosperous industrialist undertakes to use the land for a sweeping waterway project. Dame Edith Evans, Richard Burton, Anthony James, Emlyn Williams, Alan Aynesworth, Barbara Couper, Andrea Lee and Hugh Griffith are in the cast.

Slow-moving but always interesting, the film's saleability here generally appears impaired mostly by accents foreign to American audiences and stretches of actual Welsh dialogue. It is peopled by simple, hard-working, Bible-reading characters more suggestive of the Old World rather than the end of the last century when the story takes place.

"Dolwyn" is an Anatole de Grunwald production, written and directed by Emlyn Williams. It was made at London Film Studios, Isleworth, England. Sets by Wilfred Shingleton are especially effective.

Running time, 90 minutes. General audience classification. General distribution and release date have not yet been set.

GENE ARNEEL

"Woman Hater"

(Rank-Universal-International) *Hollywood, Aug. 29*

STEWART GRANGER, fairly well known on this side, and Edwige Feuillere, French star, have pretty much to themselves this Two Cities film produced by William Sistrom for J. Arthur Rank and directed by Terence Young, in England. It has been reduced from its original 100-minute running time to 67 for exhibition here, and in that dimension compares on even terms with Hollywood product of like duration.

The screenplay, by Robert Westerby, from a story by Alec Coppell, treats broadly—by British standards—a familiar comedy theme. Granger, eligible young lord, criticizes Mlle. Feuillere, French cinema star, for getting publicity by telling the press she wants to be alone. On a wager with cronies, he invites her to occupy his country estate and poses as its agent to prove she will be attracted to the first male she meets. The action consists of a series of largely conversational episodes in the course of which she learns his identity but pretends not to, decides to punish him for his deception by making him propose to her, which he does. Whereupon she discloses she has tricked him and then discovers she is in love with him. By an artifice she precipitates a situation in which she can reveal her real feeling for him. The clinch ensues.

Running time, 67 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

New Mass. Wage Law

Boston, Aug. 29.—Gov. Paul A. Dever has signed into law the new wage bill, which provides a minimum of 65 cents an hour for all workers not now covered by wage orders set by the state board or otherwise exempt under the old law.

Dr. Forest is 76

Chicago, Aug. 29.—Dr. Lee De Forest, inventor of the audion vacuum tube, a basic factor in the electronics industry, celebrated his 76th birthday here at the weekend by working on color television experiments in his laboratory.

Film Dividends Off Slightly, US Reports

Washington, Aug. 29.—Publicly-reported cash dividends of motion picture companies amounted to $2,658,000 in July, compared with $2,942,000 in July, 1948, according to the Commerce Department.

Commerce officials said the drop was not significant and that most companies paying in the month reported only slightly lower dividends.

Dividends reported for the first seven months amounted to $23,270,000, on a preliminary basis, compared with final figures of $29,151,000 for the same 1948 period. While late reports from Stanley Co. will undoubtedly improve the 1949 showings, it is expected that it will still be substantially below last year's.

Commerce officials usually compute publicly-reported cash dividends as 65 per cent of all dividends, but they believe the percentage may be higher for the film industry.

Premiere Build-up For 'Kiss' Underway

Philadelphia, Aug. 29.—Kathryn Grayson and Mario Lanza, stars of M-G-M's "That Midnight Kiss," are here to begin activities lined up for the world premiere of the picture at the Boyd on Friday night.

Miss Grayson and Lanza were guests at the luncheon of the opening of the American Legion's annual convention today in honor of President Truman. On Thursday there will be a luncheon at the Warwick Hotel given by the city and the Chamber of Commerce in honor of Miss Grayson and Lanza.

Taylor Named Head Of Distributing Firm

Toronto, Aug. 29.—N. A. Taylor, head of 20th Century Theatres, an affiliate of Famous Players, has become president and managing director of International Film Distributors, Ltd., Toronto, succeeding Dave Griesdorf, founder, who resigned to become general manager of Odeon Theatres of Canada. It is reported that Taylor sold his interests in the Canadian distribution rights for Eagle-Lion Hollywood product but has become president of IFD which will continue to handle the pictures of Associated British-Pathe.

Jack Darrock, 52; Had Movietone Post

Jack Darrock, 52, short subject editor for Movietone News, who had been on leave from the company because of illness for the past year and a half, died at his home in San Diego on Saturday night, the Movietone office here reports.

A veteran short subject producer, Darrock was with Pathe prior to joining Movietone 15 years ago. Interment will be at Albany, N. Y. The widow, Marcella, survives.

James Costello, 71

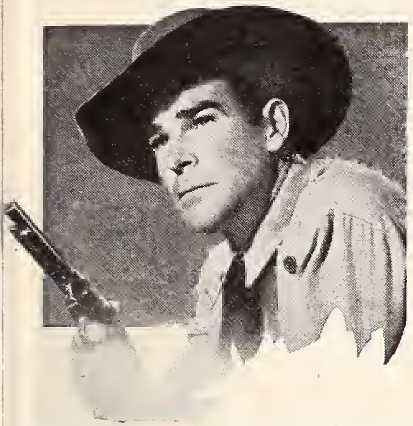
James Costello, 71, receptionist at the Movietone Studios here, who had been with the company for the past 25 years, died on Sunday at Yonkers Professional Hospital after a week's illness. Services will take place on Thursday at St. John's Roman Catholic Church.

ACTION ALL THE WAY!

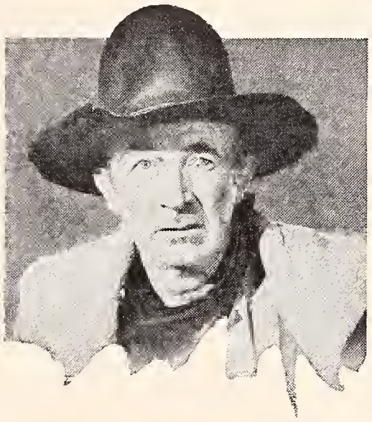
FLASH!
"Brimstone"(Rep) is standout in Seattle with fine session.
VARIETY

BRIMSTONE

starring ROD CAMERON · A
with JACK HOLT · JIM DA
Screen Play by Thames Williams
A REP



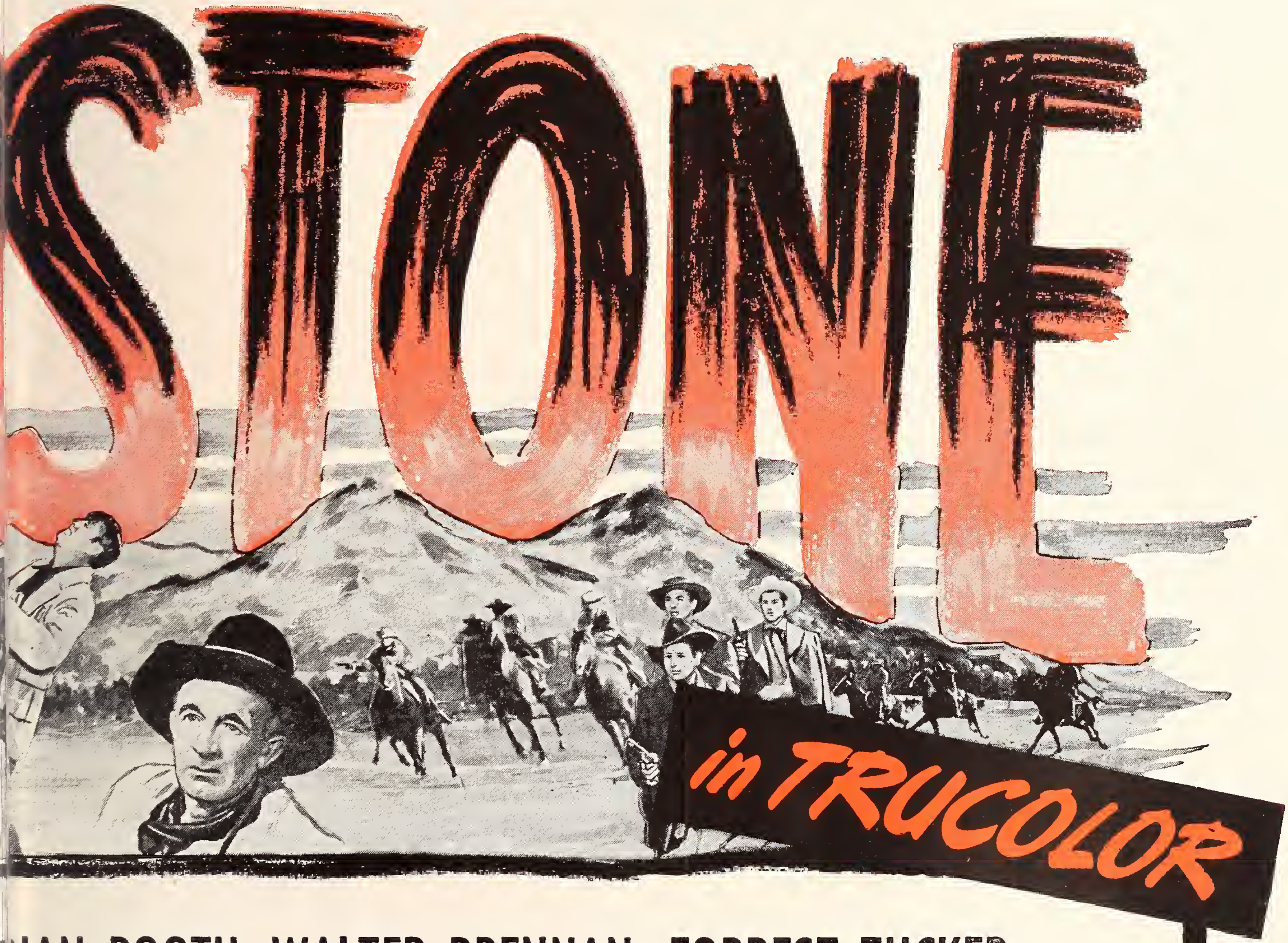
Rod Cameron as Johnny Tremaine—blackhooded, night-riding lawman.



Walter Brennan as Pop Courteen—bitter against the nesters.

Adrian Booth as Mollie Bannister — who loved and lived in fear.

Forrest Tucker as the Sheriff — a good man gone wrong:



IAN BOOTH · WALTER BRENNAN · FORREST TUCKER

and JAMES BROWN · GUINN (BIG BOY) WILLIAMS · CHARLITA

Story by Norman S. Hall · Associate Producer and Director—JOSEPH KANE

BLIC PRODUCTION

Multiple Studio Elections Ordered

WASHINGTON, Aug. 29.—The National Labor Relations Board today ordered representation elections for studio painters, scenic artists and similar employes of certain film producers to choose between the IATSE and the AFL Painters Union.

The Board turned down an IATSE petition to hold just one election for all such employes of the members of the Association of Motion Picture Producers, Walt Disney Studios, Cathedral Films, Monogram, Nassour, John J. Sutherland, Alson Productions, Argosy Pictures, Wilshire Pictures, California Studios, Motion Picture Center Studios and Pine-Thomas Productions.

It said there was no evidence to show that bargaining had been on such a basis in the past. Instead, it ordered one election for the members of the AMPP, another election among members of the Independent Motion Picture Producers Association, and still other individual elections for each of the last six unaffiliated studios listed above.

The painters had asked for an election only among the Independent Producers Association members. The elections are to be held in 30 days.

Sign IATSE Pact for Makeup Personnel

HOLLYWOOD, Aug. 29.—The major studios and the IATSE over the weekend signed a new four-year contract covering makeup artists and hair dressers. Pact is the first to be completed among 13 IATSE locals which went into negotiation with the majors following the signing of a new five-year basic agreement a fortnight ago.

Center Opens Nov. 9

ROCHESTER, N. Y., Aug. 29.—George Eastman House, center for exhibits of photographic arts and sciences, will be opened to the public on Nov. 9, it is announced here by Dr. C. E. Kenneth Mees, president.

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MPAA Video Brief

(*Continued from page 1*)

in the brief to show that the industry is capable of assuming the new responsibilities inherent in theatre video.

The MPAA brief has been circulated among member companies and exhibitor associations, all of whom are invited to suggest changes.

Big Cities Need More TV Channels: Paramount

WASHINGTON, Aug. 29.—Paramount Television Productions, Inc., told the Federal Communications Commission today that large cities need more ultra high-frequency channels than have been assigned to them under the Commission's proposed television frequency allocations.

In a brief filed with the Commission in connection with the Sept. 26 hearings on the proposed television allocations, Paramount also stated its opposition to separating UHF and VHF channel allocations.

At the same time Allen B. DuMont Laboratories stated to the FCC its belief that UHF and VHF allocations should not be intermixed and outlined its own proposals for allocating channels in the two bands.

Paramount declared that the Commission had concentrated on geographical considerations and omitted economic ones when it neglected to allocate any UHF channels to large cities. Such a course, the Paramount brief said, would remove financial interest in developing UHF receivers and techniques and would "freeze" the VHF for a long time as an "exclusive" television service to the public.

DuMont said that the Commission's proposed allocations had been based on a system of retaining frequency assignments because of their issuance to applicants before the "freeze" and urged that its plan be put into effect immediately without another "extremely expensive" suspension of television programs.

Warners Counts Self Out Of TV Scene—For the Present

WASHINGTON, Aug. 29.—Warner Brothers today washed its hands of television for the time being when it asked the Federal Communications Commission to dismiss without prejudice its application to buy a Los Angeles television station from Mrs. Dorothy Schiff.

Warners stated that the Commission's failure to act on the application before Aug. 1, the deadline in the sale agreement with Mrs. Schiff, nullified the deal.

At the same time attorneys for Warners indicated that the company probably would take no part in the Commission's Sept. 26 hearings on proposed television channel allocations.

Theatre Video Will Need 60 Channels: SMPE

"It is quite possible that theatre television will require up to 60 channels, at least in the larger metropolitan areas," the Society of Motion Picture Engineers yesterday told the Federal Communications Commission in a 21-page statement on theatre television prepared in behalf of the industry at large.

The 60-channel allocation plan would provide six channels for each of 10 possible program-originating organizations, SMPE said in its statement.

SMPE answered six specific questions put to it by FCC; as summarized, the answers follow:

1. For a limited nationwide theatre television service, the *minimum* frequency requirements are three 50-megacycle channels for each programming source.
2. As many channels as possible should be allocated for theatre television service between 5,925 megacycles and 7,125 megacycles.
3. In brief, the functions to be performed in the channels assigned to each program-originating organization are remote pickup-transmission from a central studio or transmitters to local theatres, and transmission from the central studios or transmitters in one city to studios, transmitters or theatres in another city.
4. Limited cable facilities might be made available for occasional transmission of low-definition monochrome theatre television pictures, but would not be satisfactory for the type of theatre television service considered necessary or for future high-detailed monochrome or color theatre television pictures.
5. As of today, no existing common carriers have facilities fully available for theatre television purposes.
6. The SMPE has no plans or proposals looking toward the establishment of a theatre television service. Information on this phase of theatre television should be secured from the various motion picture trade associations and producer or exhibitor companies now carrying on experimental work.

MPAA Will Probe

(*Continued from page 1*)

the dollar-and-cents effect so far of television on the box-office and on producers.

Members of the sub-committee are: Oscar Doob, Loew's; Louis Blumberg, Universal; Frank Cahill, Warners; Paul Raibourn, Paramount, and Robert Chambers of the MPAA. Jack Cohn and Edward T. Cheyfitz, chairman and secretary, respectively, of the full television committee, will be ex-officio members of the sub-committee.

Fear of British Reel Strike Is Now Over

LONDON, Aug. 29.—With an agreement reached between the Association of Cinematograph Technicians and Pathe under which the unofficial strike against the latter's newsreel has been settled, all possibility of a general newsreel walkout has faded. "Amicable settlement" of the Pathe situation was announced today.

ACT is now turning to television and is demanding that joint negotiating machinery be established between it and the British Broadcasting Co. covering ACT television cameramen, BBC thus far refuses to recognize ACT jurisdiction. Meanwhile, George Elvin, ACT secretary, has formally notified the Labor Ministry that a state of dispute exists between ACT and the BBC thereby making it manifest to some observers here that he is campaigning to extend the scope of his union.

25-Cent FP-C Dividend

OTTAWA, Aug. 29.—Famous Players Canadian Corp., Ltd., has declared a regular dividend of 25 cents per share on the common stock for the quarter ending Sept. 30, payable on Sept. 24, to shareholders of record on Sept. 9.

NY Grosses Up

(*Continued from page 1*)

at least 30 of its more outstanding pictures of the past two decades.

"Jolson Sings Again" is showing splendid staying power at the State, where the second week's income is figured at $73,000, representing tremendous business. "Come to the Stable" is holding up well at the Rivoli, which anticipates a good fifth week's gross of $22,500.

"In the Good Old Summertime," with a stage presentation, probably will hit $123,000 in its fourth week at the Music Hall, which is healthy. The show will hold for a fifth and will be replaced by "Under Capricorn" on Sept. 8. The Strand, now dark, will reopen Friday upon completion of an extensive refurbishing job, with "White Heat," and Xavier Cugat's orchestra on stage.

'Rope of Sand' Ends

"Rope of Sand," with Tex Beneke's orchestra and Vic Damone on stage, is headed for a fairly healthy fourth and final week's gross of $65,000; it will be succeeded tomorrow by "Top o' the Morning." At the Astor, "Lost Boundaries" is bringing in fairly steady income, estimated at $16,000 for a ninth week. "The Window" has about $14,000 showing in a good fourth week at the Victoria.

"Siren of Atlantis" might do about $6,000 in a mediocre second and final week at the Globe; it will make way for "The Crooked Road," which is due on Saturday. "Too Late for Tears" should reach $7,000 in a dull third and final week at the Mayfair, and will be followed by "The Kid from Cleveland" on Saturday.

"Red Shoes" is expected to provide the Bijou with a profitable 44th week's gross of $9,500 and will continue. In a similar performance, "Hamlet" is on its way to a 49th week's gross of $7,700 at the Park.

"Red Stallion in the Rockies" and eight acts of vaudeville probably will give the Palace about $19,500 in a moderate single week.

Atlas, RKO Stock

(*Continued from page 1*)

24 per cent in RKO Theatres. Atlas also holds 234,012 RKO Corp. option warrants, valued at $43,977.

Other Atlas film investments include: 750 shares of $5 preferred stock and 150 shares of common stock of Motion Picture Capital Corp., of which N. Peter Rathvon is president, valued at $75,000; Walt Disney Production series "A" bonds, $228,290; 50,000 shares of Paramount common, $1,102,500; 91,700 shares of Disney common, $355,337, and 750 shares (75 per cent) of the outstanding capital stock of City Theatres Co., $100,000.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Canada Interested in U.S. 'PR' Proposals

Toronto, Aug. 29.—The Canadian Motion Picture Industry Council, organized here last spring, will be represented by Fred C. Dillon as an observer at the all-industry public relations conference in the Drake Hotel, Chicago. Hye Bossin, chairman of the Canadian group, said Dillon has been delegated to pick up any decisions which can be adapted to the industry's needs in the Dominion.

Dillon is also executive director of the Canadian Motion Picture Distributors Association, having been appointed to succeed E. H. Wells.

'P.R.' Meeting Opens

(*Continued from page* 1)

tive director Gael Sullivan reported here today following his arrival that further discussion among the TOA delegation of additional conference proposals it is scheduled to formulate will take place at a breakfast caucus to be held tomorrow morning prior to the main event.

In addition to Johnston and Depinet, the MPAA delegates who have arrived include Leon J. Bamberger, William F. Rodgers, Henderson M. Richey, Austin C. Keough, Maurice Bergman, Louis A. Novins and Francis S. Harmon.

Among today's arrivals also was Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers, who will represent that organization at the conference. Delegates representing West Coast industry organizations and groups are expected to arrive today with the majority slated to reach here by tomorrow morning.

Abram F. Myers, Allied States Assoication general counsel, arrived by plane today from Washington, and prepared to confer with that organization's contingent, which includes himself, William Ainsworth, Charles Niles, Trueman Rembusch, Martin Smith and Jack Kirsch.

It was learned today that Mort Blumenstock, Warners' advertising-publicity vice-president, who will represent the MPAA advertising-publicity directors' committee, of which he is chairman, also will be the delegate of the Hollywood Studio Publicity Representatives.

"Go to Chicago with an Open Mind," Urges Harvey

San Francisco, Aug. 29.—Rotus Harvey of the Pacific Coast Conference of Independent Theatre Owners urges delegates to the all-industry public relations conferences which open in Chicago tomorrow, to "go with an open mind."

Referring to the unity meeting held in Chicago a few years ago as unsuccessful, Harvey said, "The first meeting was inspiring and full of purpose but died very shortly thereafter due to the selfishness on the part of some of those who promised a lot and did nothing.

"What will be the fate of this new movement, an attempt to get all branches of our industry together to work for a common good? Will those who attend (the Chicago sessions) go with sincerity, with the will and authority to accomplish something, or will history repeat itself?

"This meeting *can* and *must* bring forth a unified industry to combat the many problems confronting our business and it *will* do so if those attending are 'Men of good will.' This is our *last* chance, for I am sure no one would attend another call.

"The industry as a whole will be waiting and watching those in Chicago. Go to Chicago with an open mind . . . leave your petty grievances and narrow-mindedness at home . . . go with the will to do so, and the meeting *will be a success*," he said.

Ten Features Are Set

(*Continued from page* 1)

ta Young and Celeste Holm; "I Was a Male War Bride," starring Cary Grant and Ann Sheridan. October, "Thieves' Highway," starring Richard Conte, Valentina Cortesa and Lee J. Cobb; "Father Was a Fullback," starring Fred MacMurray and Maureen O'Hara. November, "Everybody Does It," starring Linda Darnell, Paul Douglas and Celeste Holm; "Oh, You Beautiful Doll," color by Technicolor, starring June Haver and Mark Stevens. December, "Three Came Home," starring Claudette Colbert; "Prince of Foxes," starring Tyrone Power, Orson Welles and Wanda Hendrix.

The company will also hold the world premiere of Darryl F. Zanuck's "Pinky," starring Jeanne Crain, Ethel Barrymore, Ethel Waters and William Lundigan. Also, the Nat Holt production, "Man of the Plains," starring Randolph Scott, will be released during the testimonial period.

New Disney Music

(*Continued from page* 1)

Fred Raphael, vice-president and general professional manager; Paul Pease, treasurer; Spencer Olin, secretary; Larry Tryon, assistant treasurer; Jimmy Johnson and Frank Waldheim, assistant secretaries.

Raphael, who has been director of music exploitation in the Disney organization for the past three years, will direct the publishing details and exploitation from the Hollywood home office.

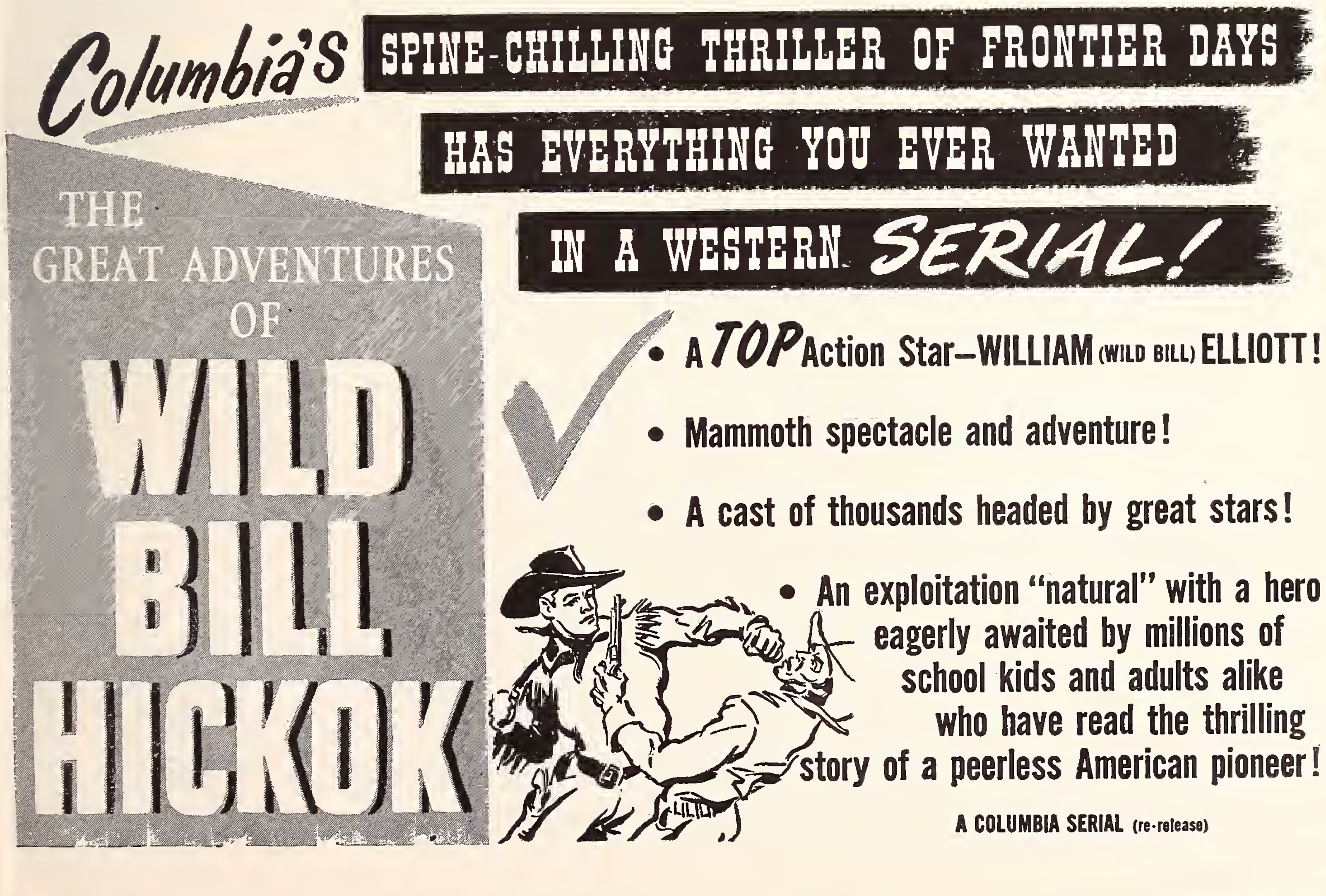
The company, a California corporation, will publish all of the music written for and used in Disney pictures, and, in addition, will handle outside music when not completely occupied with its own material. Offices will be set up in New York, Chicago and Hollywood.

Initial publication will be the six songs in the score of "Cinderella," Disney all-cartoon feature for release through RKO Radio. Following "Cinderella," in an order based on release schedules, will be music for "Alice in Wonderland," "Treasure Island" and "Hiawatha." First publishing release date is set for Dec. 1.

Heretofore, all Disney music has been channeled through various outside companies.

2 Drive-ins Get 1st-Runs

Hollywood, Aug. 29.—For the first time in the Salt Lake territory, a first-run booking has been set with two deluxe drive-in theatres on Allied Artists' "Massacre River" for the week beginning Sept. 2, including the Labor Day holiday. The contracts involve the Auditorium and Woodland drive-ins.



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THE
GREAT ADVENTURES
OF
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A COLUMBIA SERIAL (re-release)

Hail Columbia!

JOLSON SINGS AGAIN!

THE WOODS THEATER DOES IT AGAIN!

The opening day established a new Woods record per seat business—1083 seats; admission price, including tax, 98c until 5 P.M.; $1.25 thereafter. Total receipts $10,378.81; number of people 11,551, which is $9.58 per seat. It's a thrill to hear Jolson and the ticket register sing.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 43 NEW YORK, U. S. A., WEDNESDAY, AUGUST 31, 1949 TEN CENTS

Give a Hand to Trade Abroad, Skouras Urges

Sees Benefits in Assists To Foreign Industries

Definite contributions to the development of the motion picture industries of foreign countries were strongly advocated here yesterday by Spyros P. Skouras, president of 20th Century - Fox, upon his completion of a 12-week tour of the United Kingdom, the Continent, Egypt and Israel.

Spyros P. Skouras

It was in furtherance of this policy, Skouras said, that 20th - Fox abandoned the "American unit" system of refusing to allow a U. S. film to play on the same

(*Continued on page 7*)

State Ticket Tax Income Shows Drop

WASHINGTON, Aug. 30.—State governments took in less money from state admission taxes during the 12 months ended last June 30 than during the 1947-48 fiscal year, the U. S. Census Bureau reported here today.

During 1948-49; 33 states—the same number as in fiscal 1948—levied taxes on admissions, but they collected only $14,938,000, compared with $17,159,000 in the previous year. The 1948-49 fiscal take was only slightly better than the $14,216,000 reported in 1946-47,

(*Continued on page 11*)

Film and Equipment Exports Decline

WASHINGTON, Aug. 30.—Exports of exposed or developed 35mm. feature film—both negative and positive—during the first six months of 1949 were well below the levels of the similar 1948 period, the U. S. Commerce Department reported today.

Commerce officials said that the decline in exports of most types of films

(*Continued on page 11*)

Permanent 'P.R.' Setup Looming as Likelihood

Planners Will Seek Continuing Committee At Parley's Close—Five Sub-Groups Tackle Different Phases of Broad Agenda

By RED KANN

CHICAGO, Aug. 30.—A continuing committee looking toward establishment of a permanent industry-wide public relations organization loomed as a strong likelihood today as 60 delegates representing 14 widely diversified industry groups brought to a close the first of a two-day conference called for such a purpose at the Drake Hotel. This eventuality drew its likelihood and its strength when the conference, after considerable discussion revolving primarily around clarification of language and intent, unanimously approved the first report of a nine-group planning committee which set forth this as the preamble of its initial report:

"It is our intention to propose that either this planning committee, or some other committee, be continued after the conference is over, looking toward a permanent organization."

In the interest of speed, the whole conference approved an agenda which divided the delegates into five study committees, each to treat with one segment of the public relations problem.

Assigned general public relations without more specific definition was a 16-man group composed of Martin Smith, representing Allied; Jack Alicoate and Ben Shlyen, trade press;

(*Continued on page 10*)

Parley Decisions Must Be Ratified

Chicago, Aug. 30.—While the impression is widespread in Chicago tonight that the conference will conclude with a decision to undertake formation of an industry-wide public relations organization, such decision is subject to final approval of the principals whom various delegates here represent.

Allied has so declared itself. But Ned E. Depinet, chairman of the conference, today expressed the opinion that the circumstance was general. In his own case, which he offered as probably typical of others here, he pointed out he is subject to the decisions of the RKO board of directors.

NewLawBans Salary Lists

WASHINGTON, Aug. 30.—President Truman has signed into law a bill which would ban further publication by the U. S. Internal Revenue Bureau of top salary earners and large income tax refund recipients.

Formerly the Bureau was required to publish the names of all wage earners who made more than $75,000 a year and all persons who received more than $500 a year in income or excess-profits tax refunds. Film industry workers usually figured prominently in all such lists, and many felt that this publicity was harmful.

Each company must still report its

(*Continued on page 11*)

TOA Bid to FCC on Theatre TV Bands

WASHINGTON, Aug. 30.—Theatre Owners of America today filed with the Federal Communications Commission a petition requesting a public hearing on the allocation of special channels for theatre television.

This action was taken following a wire poll of officers and directors of the TOA. They unanimously approved the recommendation of TOA executive director Gael Sullivan, who took the initiative in obtaining joint industry support for a public hearing

(*Continued on page 11*)

Wanger Cites Tie-Up With Amato, Rizzoli

Associated with producer Walter Wanger in the financing of the new Wanger International Productions, which will make "Lover and Friend" in Rome with Greta Garbo as star, is a New York banking house, Italian producer Giuseppe Amato and publisher-financier Mario Rizzoli. Wanger made this disclosure at a press interview here yesterday, adding that no frozen funds will be used.

The film is based on the Honore de Balzac story, "La Duchesse de Langais." RKO will distribute.

Wanger said still another partner

(*Continued on page 7*)

Industry Called a 'Lawyer's Paradise' By Eric Johnston

CHICAGO, Aug. 30.—The lack of unity in the film industry has complicated and weakened its position in Washington, Motion Picture Association of America president Eric A. Johnston bluntly declared in the opening address before the all-industry public relations conference which got underway this morning at the Drake Hotel here.

Referring to the myriad intra-industry law suits as a phase of "the industry's public relations problem," Johnston dubbed the industry "a lawyers' paradise."

"Washington," Johnston told the 60-odd assembled delegates, "knows we're not a united in-

(*Continued on page 11*)

To Map Program for Allied's Convention

CHICAGO, Aug. 30. — Allied States' advisory convention committee will hold a one-day meeting at the Drake Hotel here on Thursday to activate further plans for its national convention to be held in Milwaukee on Oct. 24-26.

Attending will be Martin Smith, Ohio; Trueman Rembusch, Indiana; Abe Berenson, Louisiana; William Ainsworth, Wisconsin, and Benjamin Berger and Stanley Kane, Minnesota. Smith, Rembusch and Ainsworth already are here as part of Allied's delegation attending the all-industry relations conference.

Ainsworth, Fabian To Judge Contest

William L. Ainsworth, national president of Allied, Si Fabian, executive committee chairman of Theatre Owners of America, and Lou Little, football coach of Columbia University, will judge 20th Century-Fox's "Father Was a Fullback" premiere contest, it was announced here yesterday by Andy W. Smith, Jr., sales vice-president.

One hundred and thirty-four prizes, totaling $7,500 in the form of savings bonds, will be awarded on the basis of all-around showmanship in behalf of an engagement of the picture. Any manager or advertising manager of a U. S. or Canadian theatre who opens "Father Was a Fullback" during the period of Oct. 1-Dec. 4, 1949, is eligible to compete.

The judges will make their awards on the basis of the best and most productive advertising, exploitation and publicity campaigns for the picture.

'Columbus' Premiere Set for Columbus Day

In line with Universal-International's plan to give "Christopher Columbus," J. Arthur Rank's Technicolor production, a mass key-city world premiere on Columbus Day, bookings have already been set for the Victoria Theatre, New York; Keith's, Cincinnati; Allen, Cleveland; Malco, Memphis; Adams, Detroit; Lafayette, Buffalo; Rivoli, La Crosse; and the following Loew's situations: Loew's Canton; Valentine, Toledo; Majestic, Bridgeport; Poli, Hartford; Poli, Norwich; Poli, Waterbury; State, Norfolk; State, Richmond; Ohio, Columbus; Grand, Atlanta and Loew's theatres in Dayton, Houston and Louisville.

Partin, Mitchell in New Republic Posts

James R. Grainger, sales vice-president of Republic Pictures, has appointed Jack C. Partin as branch manager of the Portland office. Partin was previously a salesman in that branch.

George Mitchell, who has been manager in Portland, has been appointed branch manager of the San Francisco office, replacing Ralph Carmichael, who has resigned to return to Los Angeles, where he formerly resided.

Ellis to Handle NY Sales for Agnew Firm

Neil Agnew and Charles Casanave have given Jack Ellis complete charge of sales of all of their Motion Picture Sales Corp. product in the New York Metropolitan territory. Formerly United Artists district manager here, Ellis is presently distributing "Pygmalion" and "Major Barbara" in the United States.

To Show 'Battleground'

"Battleground," M-G-M, will be given several special invitational showings for government officials, top Army echelon, and personnel at Fort Bragg, N. C., which cooperated with M-G-M in the production, on or before the world premiere at the Astor Theatre here on Nov. 11.

Personal Mention

SIR HENRY FRENCH, director-general of the British Film Producers' Association, is due to return to London today from the Isle of Wight where he has been convalescing from an operation.

•

W. C. GEHRING, 20th Century-Fox assistant general sales manager, will return here today from the Coast where he attended the testimonial dinner for CLYDE W. ECKHARDT, Fox West Coast Theatres executive.

•

LOUIS KRASNOW has been appointed managing director of the Astor Theatre, in Boston, succeeding JEFF SULLIVAN, who has been transferred to the Coolidge Corner Theatre, Brookline, Mass.

•

BILL BLANK, manager of Switow's Majestic Theatre, Seymour, Ind., is being relieved during his vacation by GEORGE JAEGGERS, manager of the Elks Theatre, New Albany, Ind.

•

ALFRED CORWIN, information director of the Motion Picture Association of America here, has joined the all-industry public relations meeting in Chicago.

•

SIDNEY BERNSTEIN, English circuit head and partner in Transatlantic Pictures, has arrived in New York from London.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Rotary Club at Cheyenne, Wyo., today.

•

NICKY GOLDHAMMER, Monogram-Allied Artists Eastern sales manager, will be in Philadelphia today from New York.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, is in Cleveland today and will return to New York at the end of the week.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox home office production executive, is at present in London, following an extensive European tour.

•

JERRY PICKMAN, Paramount assistant advertising-publicity director, is in Buffalo today from New York.

•

PAUL RAIBOURN, Paramount vice-president, will arrive in New York on Saturday from London.

•

MICHAEL HAVAS, RKO Latin America supervisor, will leave here today by plane for Buenos Aires.

•

JONAS ROSENFIELD, JR., 20th Century-Fox advertising manager, left here yesterday for Kansas City.

•

TED GALANTER, M-G-M exploiteer, is on the Coast from New York.

BARNEY BALABAN, president of Paramount, returned here from Europe last night on the *S.S. Saturnia*.

•

MAURICE SILVERSTEIN, Loew's International Latin America director, has returned to the home office after an eight-weeks tour of Central and South America.

•

GLENN KALKHOFF, president of the projectionists union at Milwaukee, and OSCAR E. OLSON, business manager, were in Eau Claire, Wis., to attend the union's state convention.

•

HAROLD LLOYD and his wife, MILDRED DAVIS, were in Boston over the weekend to participate in Shrine activities there.

•

W. E. CARROLL, II, of the Falls City Theatre Equipment Co., Louisville, has returned to that city from Detroit and Canada.

•

J. W. PATTON is the new owner of the Whitley Theatre, Whitley City, Ky., which was formerly owned by J. C. BALL.

•

BILL BAYNORD, formerly a salesman with Warners at Atlanta, has joined Columbia there as a sales representative.

•

JOHN THOMPSON, owner of the Drive-In, Gainesville, Ga., and MRS. THOMPSON are the parents of a baby girl.

•

VICTOR JURGENS, producer-director of geographical films and a member of Louis de Rochemont Associates, has returned from the Far East.

•

JACK BERKSON of Screencraft Pictures is at Saratoga Springs from New York, taking curative baths.

•

RUDY BERGER, M-G-M Southern sales head, is due here Sept. 6 from Washington.

•

HARRY ALAN TOWERS, London radio relations contact for M-G-M, is visiting the Coast studio.

•

RALPH MCCOY, Film Classics branch manager at Atlanta, has returned there from Jacksonville.

•

SOL SUGARMAN, assistant manager of the Avon Cinema Theatre, Providence, has resigned.

•

CECIL COHEN, owner of the New Murray Hill Theatre, Jacksonville, was in Atlanta recently.

•

JOHN W. MANGHAM, president of Screen Guild of Georgia, in Atlanta, is visiting New York.

•

DARRYL F. ZANUCK is due in New York from Paris in about 10 days.

Atlanta Bans 'DeDee'

ATLANTA, Aug. 30.—The French film, "DeDee," distributed by Eagle-Lion, has been banned by Christine Smith, Atlanta's motion picture censor.

In New Art Posts

Fred and Wayne Williams, free lance artists for the motion picture industry, have joined the art staff of the Shorelane-Benet Advertising Co., as art director and associate, respectively.

Newsreel Parade

FLORIDA'S hurricane is covered by all current newsreels. Other events featured are President Truman's address at the American Legion convention, a display of world famous gems, and sports items including the Davis Cup tennis matches. The human interest spotlight is trained on the great grandson born into the Roosevelt family. Complete synopses follow:

MOVIETONE NEWS, No. 70—President Truman addresses American Legion in Philadelphia. Florida hurricane. Paul Hoffman, ECA head, tours Europe. FDR's great grandchild. Italian fire-fighters' exhibition. Davis Cup matches. Little league baseball.

NEWS OF THE DAY, No. 304—Florida hurricane. Truman receives Legion ovation. World famous gems on public display. FDR's great grandchild. U.S. keeps Davis Cup. Little baseball leaguers.

PARAMOUNT NEWS, No. 3—Florida hurricane. Truman addresses American Legion. Canadian National Exhibit opens. Junior baseball world series. U.S. wins Davis Cup.

TELENEWS DIGEST, No. 35-A—Hurricane strikes Florida. John Maragon testifies in Washington inquiry. Yugoslavia's Marshall Tito attends children's party. Boy Scouts from 45 countries assemble in Norway. European weekend for reporter George Putnam. U.S. wins Davis Cup.

UNIVERSAL NEWSREEL, No. 278—Truman attends Legion convention. Florida's hurricane. Great grandchild for Roosevelt family. Davis Cup matches. Rodeo.

WARNER PATHE NEWS, No. 5—Truman attends Legion convention. Florida hurricane. Austrian prisoners-of-war return. Pendleton roundup. Underwater rifles. Davis Cup. Little world series.

Cite Industry for Disabled 'Vets' Film

WASHINGTON, Aug. 30.—Tribute to the motion picture industry for its production and distribution of the Disabled American Veterans short, "How Much Do You Owe?" was paid by Admiral Ross T. McIntire, chairman of the President's Committee on National Employ-the-Physically-Handicapped Week, following a screening of the nine-minute film in the Department of Labor Auditorium here before 200 leaders of business, labor and various organizations yesterday. The film is being distributed by National Screen Service as part of the industry's enlarged public service activities with initial dates set for Sept. 14.

'Sword' Set Aside in Britain After Furore

LONDON, Aug. 30.—Universal-International's "Sword in the Desert," which has stirred up considerable sharp criticism in advance of public showings here, is expected to be withheld, pending the setting of a trade show date by Ben Henry, the company's London representative, who said no plans have been set as yet for release of the film here.

20th to Get Control Of Rank House Soon

LONDON, Aug. 30.—Twentieth-Fox International's Murray Silverstone is expected to arrive here in about 10 days to formalize the contract which will lead to control of the Gaumont Haymarket Theatre passing to the American company.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye. Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver. Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

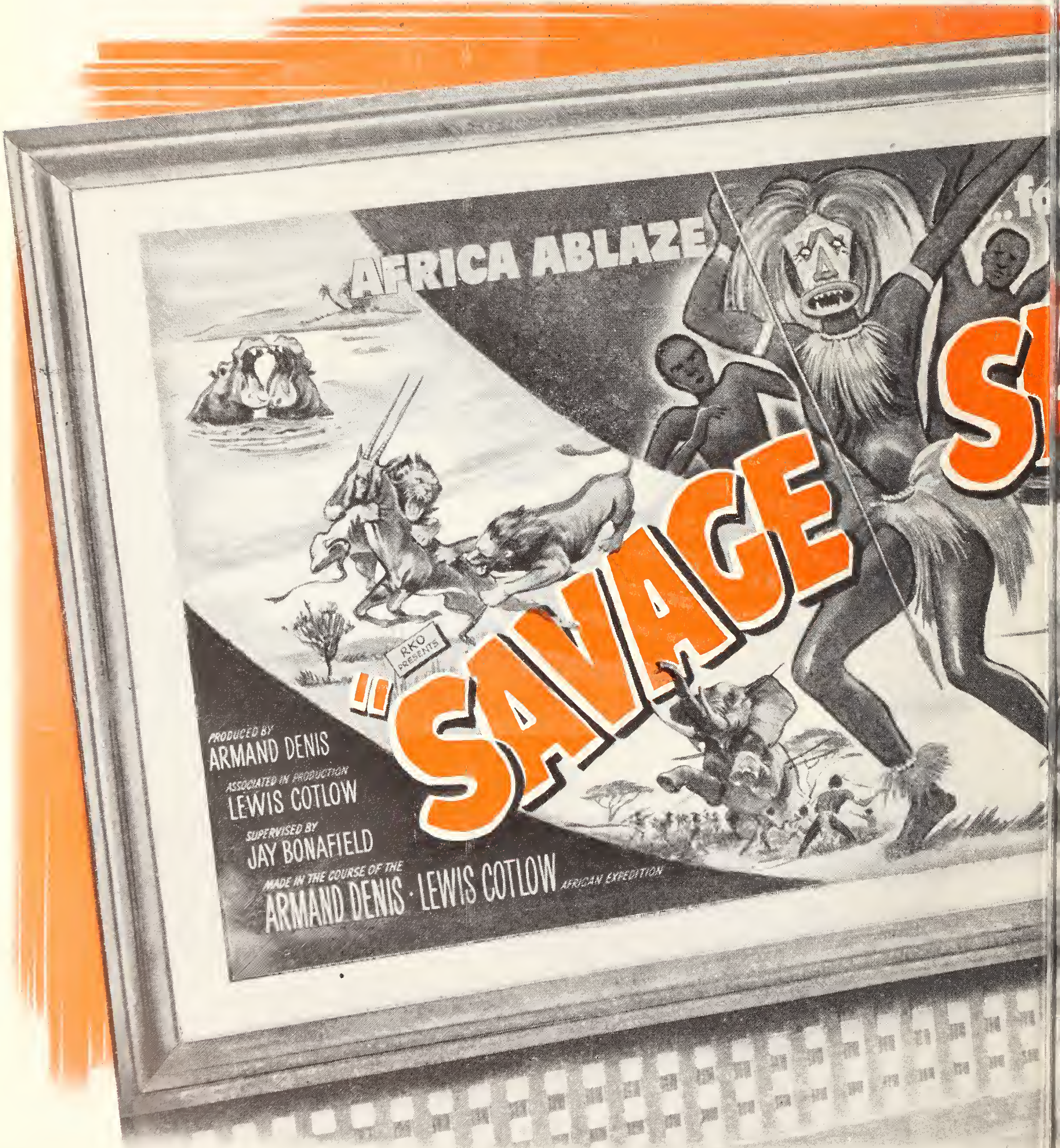
ROAR!

"You ain't seen nothin' yet, mister exhibitor. Thanks for your appreciation of my summer efforts ('*Neptune's Daughter*,'* '*Barkleys of Broadway*,'* '*Stratton Story*,' '*Any Number Can Play*' *to name just a few.*) The best is yet to come! 'IN THE GOOD OLD SUMMERTIME'* (*breaking records at Music Hall*), 'MADAME BOVARY' (*socko nationwide*), 'THAT MIDNIGHT KISS'* (*watch terrific Philadelphia World Premiere*), 'THE RED DANUBE,' 'ADAM'S RIB,' 'THAT FORSYTE WOMAN'* (*all Big Ones!*), 'THE DOCTOR AND THE GIRL' (*a sleeper!*) and many more! (*And remember,* M-G-M's 'BATTLEGROUND' *is the greatest picture since sound!*)"

**Asterisk denotes Technicolor picture*

LEO'S TONSILS ARE IN BETTER SHAPE THAN EVER WITH SO MANY NICE HITS TO ROAR ABOUT!

ANOTHER SENSA
ON THE SHOW


AFRICA ABLAZE
...fo
RKO PRESENTS
"SAVAGE
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PRODUCED BY
ARMAND DENIS
ASSOCIATED IN PRODUCTION
LEWIS COTLOW
SUPERVISED BY
JAY BONAFIELD
MADE IN THE COURSE OF THE
ARMAND DENIS · LEWIS COTLOW AFRICAN EXPEDITION

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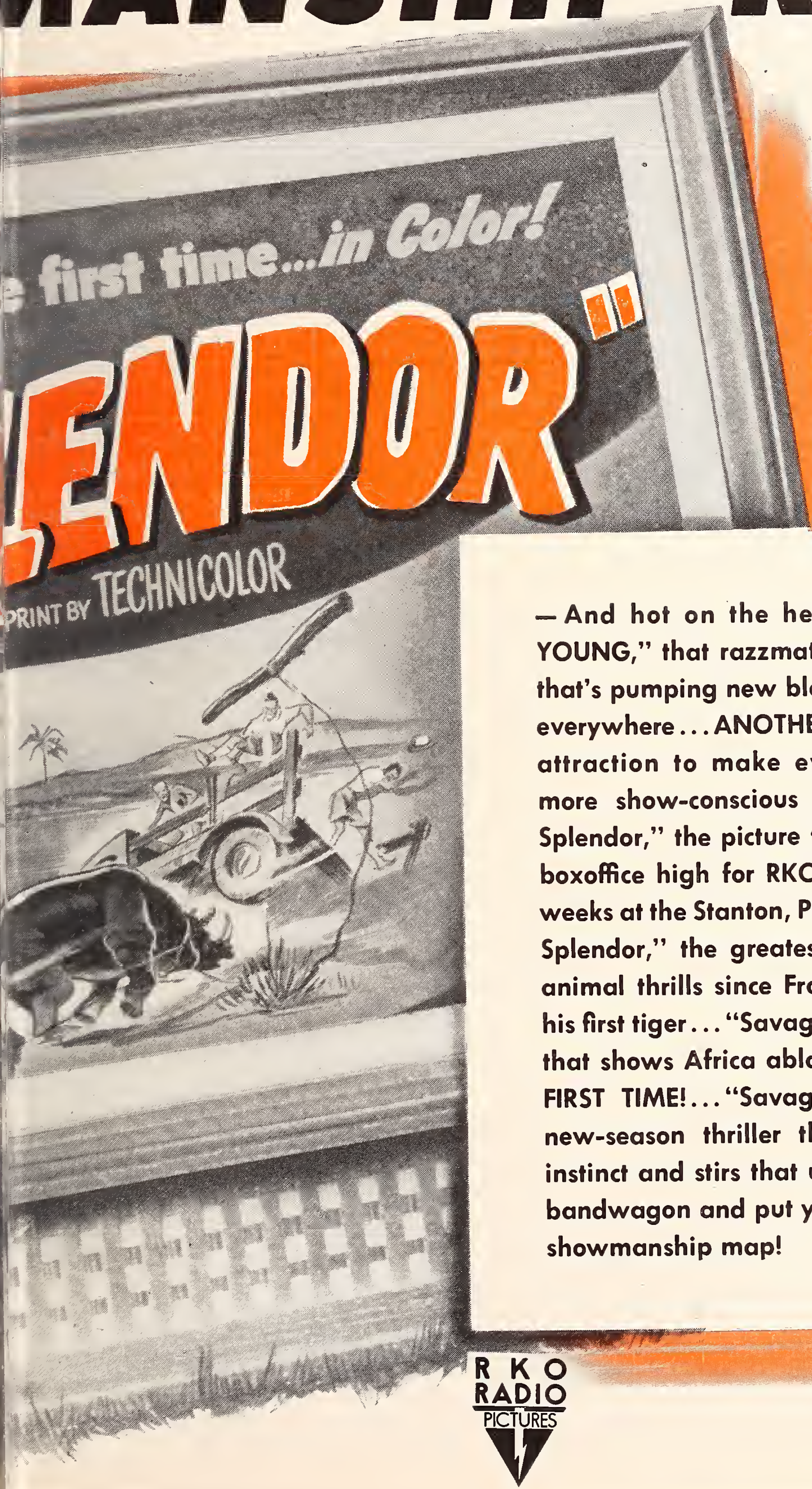
MANSHIP ROAD!



— And hot on the heels of "MIGHTY JOE YOUNG," that razzmatazz special of specials that's pumping new blood into show business everywhere... ANOTHER off-the-beaten-track attraction to make everybody in America more show-conscious than ever!... "Savage Splendor," the picture that set a new all-time boxoffice high for RKO in its World Premiere weeks at the Stanton, Philadelphia... "Savage Splendor," the greatest aggregation of wild animal thrills since Frank Buck brought back his first tiger... "Savage Splendor," the picture that shows Africa ablaze IN COLOR FOR THE FIRST TIME!... "Savage Splendor" — the big new-season thriller that excites your show instinct and stirs that urge to climb up on the bandwagon and put your theatre back on the showmanship map!

RKO
RADIO
PICTURES

Short Subject

"Policeman's Holiday"

(*March of Time—20th-Fox*)

This latest March of Time subject has an atmosphere of striking authenticity as it unfolds in absorbing fashion an American police lieutenant's account of the operations of Britain's Scotland Yard.

Qualifying for a place among the better MOT productions, the film spotlights the American cop's vacation abroad at the time he undertakes to drop in on "The Yard" and is invited by the English sleuths, after he has been shown around, to join in the hunt for a criminal following a hijacking and murder. The proceedings are brisk and realistic and set in a London locale that lends sharp conviction to the detective work that is demonstrated. Running time, 19 minutes.

Hundred Will Attend Morgan Testimonial

One hundred have been invited to attend the testimonial luncheon to be given tomorrow at Sardi's here to Oscar A. Morgan, Paramount's general sales manager of short subjects and Paramount News, in honor of his 35th anniversary with the company. They include:

Adolph Zukor, Barney Balaban, Y. Frank Freeman, Paul Raibourn, Fred Mohrhardt, Austin Keough, Louis Phillips, Richard Morgan, Dr. L. J. Warshaw, Harry Nadel, Agnes Mengel, Larry Flynn, George Weltner, Al Deane, Bill Piper, Irene Sullivan, William O'Connell, Irene Scott, Henry Anderson, George Shupert, Hal Pereira, Bob O'Brien, Ben Fincke, Arthur Israel, Jr., Lou Novins, Bernard Levy, Leonard Goldenson.

Also, Edward Hyman, Robert Weitman, Max Fellerman, Walter Gross, Sid Markley, Selig Seligman, Bob Shapiro, Monroe R. Goodman, Sid Blumenstock, Fred Goldberg, George Harvey, Milt Hoffman, Alan Jackson, John Byram, Gordon Lightstone, Joe Tisman, William Boley, George Richardson, Henry Rendel, Myron Sattler, Ulrik Smith, Russell Holman, Bernard Goodwin, Eddie Fay, Justin Herman, Sam Buchwald, Jack Eaton, Hiller Innes, A. J. Richard.

Also, Ted Genock, Morton Lane, Martin Quigley, Jr., Sam Boverman, Tom Gibbons, Herb Lazarus, Mel Konecoff, Jay Emanuel, Jack Harrison, Mort Sunshine, Al Picoult, Chick Lewis, Ira Witt, Ed Sullivan, Walter Brooks, Al Schwalberg, Ted O'Shea, Hugh Owen, Fred Leroy, J. A. Walsh, George Schur, Phil Isaacs, Arthur Dunne, Marty Friedman, C. J. Scollard, Knox Haddow, Sara Lyons, Max Youngstein, Jerry Pickman, Mort Nathanson, Sid Mesibov, Rita Hirsch, John Wright, Joe Bisdale, and George Dauenheimer.

New Firm Slates Six Action Films

HOLLYWOOD, Aug. 30.—Six films, based on James Oliver Curwood stories, to be made in the Columbia River Valley with the co-operation of the U. S. Forest Service, have been scheduled for production by Outdoor Action Productions, a new firm headed by Bernard Ray, producer and director. Titles are: "Forest Law," "Vengeance," "Ranger Patrol," "Forest Fire," "Retribution" and "Forest Frontier."

Marie Wilson to Tour

Marie Wilson, star of Paramount's "My Friend Irma," wil begin a four-week tour of 10 key cities on Sept. 5, returning to Hollywood each Monday for her appearance on the radio program of the same title. She will make personal appearances during pre-release engagements of the film.

Reviews

"Task Force"

(*Warner Brothers*)

Hollywood, Aug. 30

THE names of Gary Cooper. 10-time winner of top ten rank in the *Motion Picture Herald-Fame* exhibitor poll of "Money-Making Stars," and Jerry Wald, who took down the Academy of Motion Picture Arts and Sciences "Irving Thalberg Award" last March, will go far on a marquee toward informing the customers that "Task Force" is a story about people as well as an accounting of the long hard road Naval aviation had to travel before a shooting war riddled the doubts and indifference which thwarted its advocates for two decades. Naturally, those customers who are Navy or aviation-minded can be expected to turn out for the film without special assurance that it contains a human as well as a fighting story. And the picture, when it gets down to the authentic footage showing just what the war with Japan really was like, delivers the goods. Jane Wyatt, Wayne Morris, Walter Brennan, Julie London, Bruce Bennett and Jack Holt are the principals surrounding Cooper, whose role and performance remind directly of his successful "Story of Dr. Wassell."

Producer Wald and writer-director Delmer Daves employ an oft-proved psychology in giving their story plenty of time to build. The story opens, after a brief flash of the present, way back in 1921, when the *U.S.S. Langley*, a converted collier, was the only flat-top in Uncle Sam's possession. The steadfastness and valor of the scant dozen Navy pilots who set out to prove what aviation could do are shown in deliberate, informative and sometimes humorous style, and the human side of the narrative—in which Cooper marries the widow of a buddy—is taken care of during this long preamble in black-and-white to the smashing Technicolor scenes of mortal combat. These hit the harder because of the long preparation for their coming.

The picture roves a global terrain, as did the struggle for official approval of Naval aviation, and devotes a good deal of time to Washington and the opposition of isolationists, brass hats, newspaper publishers and others who had influence on appropriations. It stops before it gets to post-war arguments which have much in common with the pre-war instances shown.

Running time, 116 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER.

"Grand Canyon"

(*Lippert-Screen Guild*)

Hollywood, Aug. 30

MODERATELY budgeted, this is an entertaining picture in the Western formula, tinged with an effort, not always successful, to broaden its appeal for wider audiences.

The premise of the screenplay, by Jack Harvey and Milton Luban, is a behind-the-scenes approach in which a motion picture director convinces his employer that their "Grand Canyon" film can be more effectively and not too much more expensively, shot at the Grand Canyon rather than in a studio. His contention proves correct, not only for story purposes, but also to the satisfaction of audiences. Ernest W. Miller and staff come through with some of the best film footage ever presented of the Canyon, enhanced by sepia tone to capture much of the rugged charm of the original.

The human element and the story do not suffer for the authentic locale and a skillful job of processing is achieved for the most part. While there is a story-book familiarity about mule-skinner Richard Arlen pinch-hitting for injured hero James Millican and no one should be too surprised at Arlen and leading lady Mary Beth Hughes discovering that love is universal. Director Paul Landres and his cast manage to keep the proceedings on a relatively credible plane. Greatest strength of "Grand Canyon" may be in its generous sprinkling of humorous scenes and lines, as provided by the writers, and delightfully projected by Olin Howlin and Grady Sutton as Arlen's companions. In the minor debit department, there are a few reaches out into left field for laughs by way of political and employee-relation cracks. Repeated insertion of Lippert Productions into the film by way of dialogue and trade paper reprints becomes a little labored. Carl Hittelman produced.

Running time, 65 minutes. General audience classification. For September release.

Six TV Stations Go On Air Next Month

Six additional television stations are slated to go on the air during September. They are: KMTV, Omaha; WJAC-TV, Johnston, Pa.; KECA-TV, Los Angeles; WFMY-TV, Greensboro, N. C.; WDAF-TV, Kansas City; WMBR-TV, Jacksonville.

Use 'Ads' in Union Fight

ALBANY, N. Y., Aug. 30.—Newspaper advertisements urging patronage of four local drive-ins and "your favorite theatre" were paid for by Local No. 324, IATSE, as a part of a campaign against Don Hallenbeck's Indian Ladder Drive-In, which, it is said, does not employ union operators.

'Hipp' to Drop 'Vaude'

BALTIMORE, Aug. 30.——After 18 years of first-run films and stage shows, the Hippodrome Theatre here will revert to pictures only starting Thursday. This, admits Isador M. Rappaport, owner, is in contrast to the current revival of vaudeville. However, he says, the costs of stage shows have become entirely too high. Unconfirmed reports state a difficulty with the musicians' union resulted in discontinuing the stage shows. The first film under the new schedule will be "Jolson Sings Again."

Paramount House Robbed

SAN FRANCISCO, Aug. 30.—Paramount Theatre was robbed of $125 here yesterday when a gunman forced assistant manager Edwin Goodford to open the office safe.

Film Stock Trading Is Extremely Light

WASHINGTON, Aug. 30.—Trading in film company stocks by corporate officers and directors was again remarkably light during the period between July 11 and August 10, according to a report issued here today by the Securities and Exchange Commission.

At Columbia, A. Schneider gave 500 shares of common to the Schneider Foundation, but bought another 500, leaving his total holdings at 10,028. At Republic, Joseph E. McMahon bought 30 shares of $1 cumulative preferred, bringing his holdings up to 230. His holdings of 50 cents par common are reported as 100 shares.

At Trans-Lux, Harry Brandt bought 300 shares of $1 par common, bringing his holdings to 93,915. He is reported to hold 1,000 shares through Broadyork, Inc., 1,400 through Harday, Inc., and 2,800 through the Brandt Foundation. His wife is reported as holding 14,700 shares.

Albert W. Lind bought 100 shares of capital stock in Associated Motion Pictures Industries, Inc., bringing his total to 1,600 shares.

Says Labor Leaders Assist Vaudeville

Richard F. Walsh, president of the International Alliance of Theatrical and Stage Employes, and James C. Petrillo, president of the American Federation of Musicians, among others, have been "most cooperative" in setting "National Vaudeville Week," beginning Sept. 22, Sol A. Schwartz, vice-president and general manager of RKO Theatres, stated here yesterday. During "Vaudeville Week," the RKO Palace here will have on stage the first unit of eight acts which played the house when it returned to vaudeville three months ago.

New Firm Distributes Foreign Films for TV

Hubbell Television, Inc., a new company formed to distribute films for television showings, will have available 600 English and Canadian programs especially filmed for television, according to Richard W. Hubbell, president.

Hubbell, who recently returned from Europe, said the company will operate through contracts with companies to be set up abroad. The English company is called Richardson-Hubbell Television Networks, Ltd., and is headed by W. T. Richardson, London financier. Hubbell said a stockpile of films has already been acquired.

New Swedish Firm to Seek World Markets

Terrafilm, one of Sweden's leading studios, has established a production set-up to make films in three versions: English, French and Swedish, in an attempt at fuller representation in the international market, it was learned here yesterday.

"The Saga of Singealla," the first picture under the new arrangement, has just been completed at a reputed cost of $1,000,000—about 12 times the cost of the average Swedish production. The English version will be presented here early next year, released by Emile Lustig's Telinwest, Inc., it was said.

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY, *correspondents. Estimates omit admission tax.*

CHICAGO

"Jolson Sings Again" is wowing 'em at the Woods, setting a new gross high. "Top o' the Morning" with a stage show is doing solid business. Among other newcomers, "Black Magic," latter with Louis Prima's band on stage, is also good. Estimated receipts for the week ending Sept. 1:

ABBOTT AND COSTELLO MEET BORIS KARLOFF (U-I) and LEAVE IT TO HENRY (Mono.)—PALACE (2,500) (50c-65c-98c). Gross: $13,000. 2nd week. (Average: $18,000).

BLACK MAGIC (UA)—ORIENTAL (3,400) (50c-98c). On stage: Louis Prima and orchestra. Gross: $47,000. (Average: $43,500).

THE GREAT GATSBY (Para.)—STATE LAKE—(2,700) (50c-65c-98c). 2nd week. Gross: $18,000. (Average: $22,000).

JOLSON SINGS AGAIN (Col.)—WOODS (1,080) (98c-$1.25). Gross: $51,000. (Average: $20,000).

MADAME BOVARY (M-G-M)—UNITED ARTISTS (1,700) (50c-65c-98c). Gross: $15,000. (Average: $17,000).

MANHANDLED (Para.) and THE BIG CAT (E-L)—ROOSEVELT (1,500) (50c-65c-98c). Gross: $13,000. (Average: $16,000).

MIGHTY JOE YOUNG (RKO Radio)—GRAND (1,150) 50c-65c-98c), 5 days. 4th week. Gross: $8,500. (Average: $13,500).

THE RED SHOES (E-L) — SELWYN ($1.20-$1.50-$1.80-$2.40). 36th week. Gross: $5,800.

REIGN OF TERROR (E-L)—SLEEPING CAR TO TRIESTE (E-L) — GARRICK (1,000) (50c-65c-98c). Gross: $8,500. Average: $8,500).

TOP O' THE MORNING (Para.) — CHICAGO (3,900) (50c-65c-98c). On stage: Alan Young and Liberace. Gross: $69,000. (Average: $50,000).

PHILADELPHIA

Five arrivals in town—four new films, including one with vaudeville, and the Legionnaires for their annual convention—made a bright business picture. Verifying the draw of the stage show was the Earle's whopping $35,000 for "Bad Men of Tombstone" on screen and Count Basie on stage. "Madame Bovary" gave the Aldine one of its best weeks in many months, while "Outpost in Morcco" at the Stanton and "Black Magic" at the Boyd did fair business. Estimated receipts for the week ending Aug. 30-Sept. 1:

BAD MEN OF TOMBSTONE (AA-Mono.), plus Count Bassie on stage — EARLE (2,700) (50c-99c) 1st week. Gross: $35,000. (Average: $19,000).

BLACK MAGIC (UA)—BOYD (2,400) (50c-99c) 1st week. Gross: $16,000. (Average: $19,000).

GREAT GATSBY (Para.) — KARLTON (1,000) (50c-99c) 5th week. Gross: $5,500. (Average: $11,000).

IN THE GOOD OLD SUMMERTIME (M-G-M) — GOLDMAN (1,200) (50c-99c) 2nd week. Gross: $15,000. (Average: $19,000).

IT'S A GREAT FEELING (WB)—MASTBAUM (4,400) (50c-99c) 3rd week. Gross: $13,800. (Average: $20,000).

MADAME BOVARY (M-G-M)—ALDINE (1,300) (50c-99c) 1st week. Gross: $18,000. (Average: $11,500).

OUTPOST IN MOROCCO (UA)—STANTON (1,500) (50c-99c) 1st week. Gross: $14,000. (Average: $15,000).

RED SHOES (E-L)—TRANS-LUX (500) ($1.20-$2.40) 36th week. Gross: $5,000. (Opened with new feature policy and advanced prices on Dec. 24).

SCENE OF THE CRIME (M-G-M) — STANLEY (3,000) (50c-99c) 2nd week. Gross: $12,000. (Average: $20,500).

SLATTERY'S HURRICANE (20th-Fox)—FOX (2,400) (50c-99c) 2nd week. Gross: $18,500. (Average: $24,000).

Coast Drive-ins Hit Daylight Time

HOLLYWOOD, Aug. 30. — Drive-in theatres, spear-headed by Pacific Drive-In Theatres circuit, will take the lead Monday in a fight against daylight saving time, which comes up for vote next November, by running trailers opposing its endorsement. The campaign will fan out later to include other media, and other industries will be asked to put their weight against the measure.

Major theatre circuits have not yet signified their views on the subject, but were all-out in opposition to daylight saving time on previous occasions except when instituted for emergency reasons.

SWG Names Seven For TV Contracts

HOLLYWOOD, Aug. 30. — Screen Writers Guild has appointed seven members to the national television committee of the Authors League of America. This committee, plus six members from other Authors League guilds will negotiate all television contracts on the West Coast. The Authors Guild will announce the membership of an Eastern committee, to negotiate television contracts there, in a few days.

RCA Has a New Screen

CAMDEN, Aug. 30.—A new kind of motion picture screen, said to "entirely eliminate glare and greatly increase the realism of both color and black-and-white motion pictures," was announced here today by the RCA theatre equipment department. Coated with vinyl plastic, the new screen is said to be "washable, flameproof, fungus-proof and wrinkle-proof."

Warner Brothers' Strand Theatre in New York, reopening on Friday, will be the first theatre in the country to use the new RCA screen, WB said here yesterday.

Cancel Canadian Tourney

TORONTO, Aug. 30. — The annual Canadian motion picture golf championship tournament has been cancelled this year because no golf course in the Toronto district is available in September when the competition was scheduled to be staged, according to T. S. Daley, committee chairman and manager of the Imperial Theatre. It had been suggested that the 1949 tourney be sponsored by the Toronto Variety Club.

Wall Wrote Para. Yarn

BUFFALO, Aug 30.—One interesting feature of the Center Theatre premiere here tomorrow evening will be the first showing of Paramount's short subject "The Football Fan," starring Tom Ewell, the story for which was written by Edward J. Wall, Paramount field representative, who has been in town for a week aiding on the campaign for the Center.

Mother of Loew Publicist

The mother of Ted Barker, publicist for Loew's Cleveland theatres, died on Aug. 25, with burial at Birmingham, the company reported here yesterday.

Skouras Urges

(*Continued from page 1*)

program with a British film in theatres in England. Also, as an assist to the welfare of film industries abroad, Skouras reported that 20th-Fox has entered into agreements to bear the lion's share of financing for productions to be made in France and Spain by native producers.

Declaring that his motives frankly are commercial, rather than altruistic, Skouras explained that "since we assume American pictures are the best in the world, it is natural that we will realize the benefits of increased patronage of all film industries."

He added he is more convinced than ever that, with the possible exception of France, American films are more in demand abroad than native product of corresponding production values.

Finances Six Films

His company has provided 75 per cent of the financing for four pictures to be made in Spain this year by Frederico Ariza and two in France by Paul Graetz, and under both arrangements 20th-Fox will share the profits with the producers on a 50-50 basis, Skouras disclosed. The pictures will be released here through the company if they measure up to market standards, possibly for "art" houses.

The "good neighbor" policy should be extended further so that conferences among representatives of the American film business and there counterparts abroad would be held for the purpose of "understanding each other." He said that the precedent for such sessions already has been established through the Washington parley of the Anglo-American Films Council of last year. Skouras said at this point he is uninformed on whether that group will meet again this month as scheduled.

Skouras visited France, United Kingdom, Italy, Greece, Germany, Egypt, Israel, Spain, Switzerland, Belgium, Holland, Denmark and Sweden. He said he found that the people abroad, particularly those of countries on the Economic Cooperation Administration list, are in better spirits than when he made his last visit in February.

Will Build Theatres

The purpose of his trip, Skouras said, was to keep himself informed on all company operations intimately and to conduct sales meetings at the company's foreign offices.

He said that 20th-Fox will endeavor to produce in any part of the world wherever scripts require that authenticity. Moreover, he said, the company intends to construct theatres wherever foreign governments will allow earnings to be converted to dollars. He reported 20th-Fox plans to erect four or five houses in Israel and one in Alexandria, Egypt. This program, he feels, will contribute to the betterment of world trade because other industries will follow with additional investments abroad.

Skouras said he is firmly opposed to any "hostility" toward the British whose film production resources, particularly talent-wise, will limit that country's output to about 40 pictures next year. He said for that reason a continuation of the "All-American" screening plan is unnecessary in England and 20th-Fox took a contrary stand when it was renewed for another year by the majority of other American companies.

In Germany, Skouras said he advocates that each U. S. film company limit its films in that market to "15 or 20" as a means of preventing an over-supply when competitive operations begin there on Jan. 1. He said is against any "selection" of films for Germany by anyone but the companies themselves and contended these pictures should be typical of Hollywood and America. This, he said, as against any films which might be over-elaborate in their portrayals of American life.

Quoting Skouras...

"THE public and the world in general will have a higher opinion of our industry if our own conduct is in keeping with our responsibility. We should create a better understanding among the various branches of the industry—we should understand each other's problems. This should be the basis of our public relations."

•

"I would be very, very happy" if box-office returns stay where they are.

•

"Our company has more film contracts than ever before because of the local autonomy of our branch managers. We also have better relations with exhibitors."

•

"The British film industry is not 'falling apart' as some people think. Hollywood has a greater army of talent. It simply is that Britain's talent resources are limited."

Wanger Tie-up

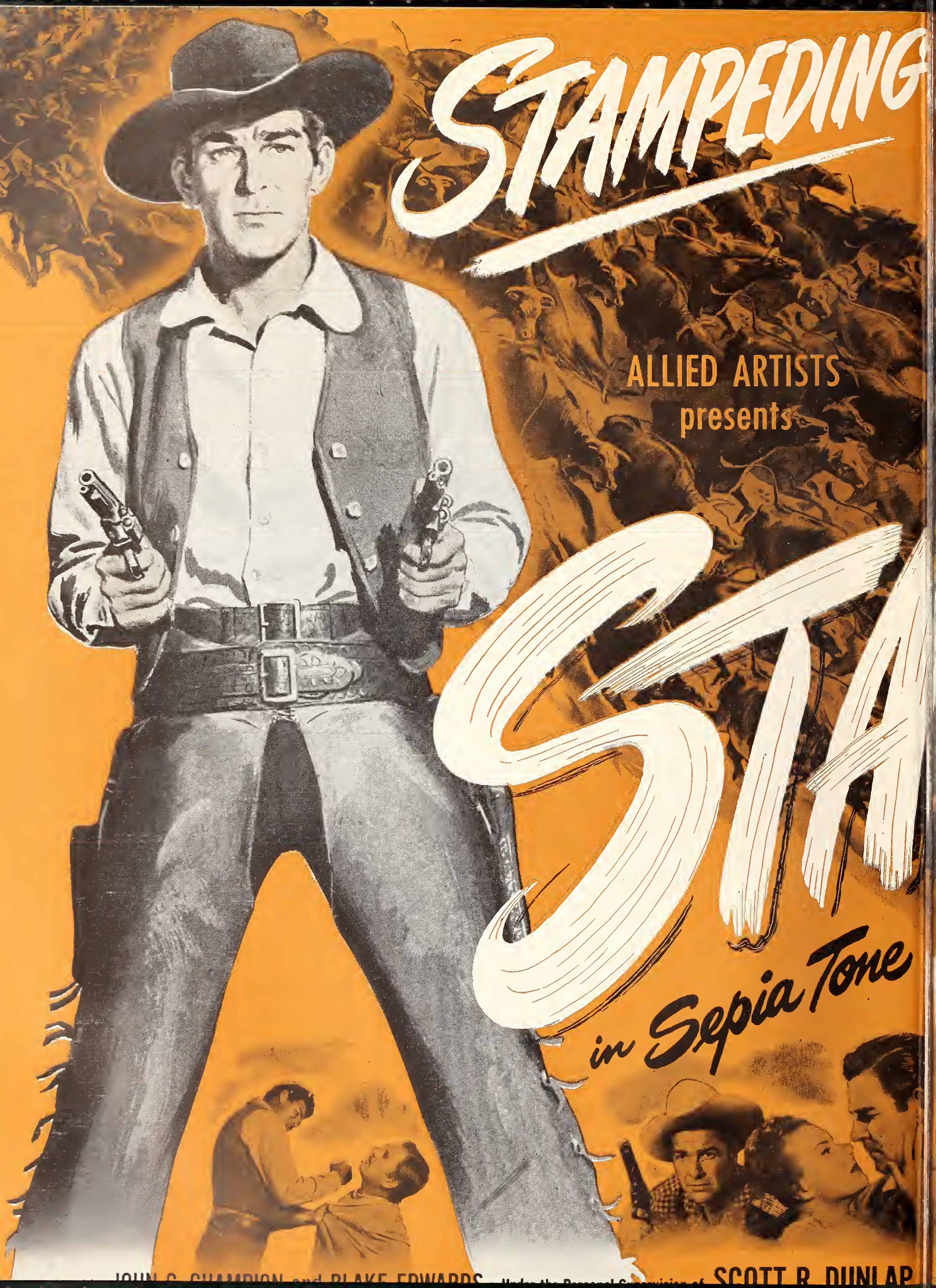
(*Continued from page 1*)

is United California Productions, the Eugene Frenke—Robert Cummings producing organization. Frenke is now in Rome supervising the construction of sets for the picture, Wanger said, adding that Gordon Griffiths, production manager, also is in the Italian capital. Max Opul, who will direct, is due to arrive by plane in Rome tomorrow from Hollywood, while James Mason, who also will star in the film, will sail for Italy from here on Sept. 14. Miss Garbo is expected in Rome this week. Wanger and his wife, Joan Bennett, will leave here for Rome by plane on Saturday.

"Thorough organization and sound backing" of the new company, Wanger said, assures it of support of the Italian government. He pointed out that the production arrangement is "reciprocal," in that other pictures may be made in the U. S., using European talent.

Brunner in Theatre Post

PROVIDENCE, Aug. 30.—Arthur F. Brunner, widely-known New England newspaperman, has been appointed publicity-advertising director of the Majestic, Fay's and Carlton theatres, Providence, a post vacated by the recent death of John Carroll. Clint Cram of the *Providence Journal and Bulletin*, filled in until the directorate of C. and F. Theatres made the permanent assignment.



STAMPEDING

ALLIED ARTISTS
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STA

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JOHN C. CHAMPION and BLAKE EDWARDS Under the Personal Supervision of SCOTT R. DUNLAP

STRAIGHT AT YOUR BOXOFFICE!

Hot from that terrific 100-theatre day-and-date Southwestern premiere comes Allied Artists' rip-roaring saga of the cattle kings! It's BIG as its BIG reviews!

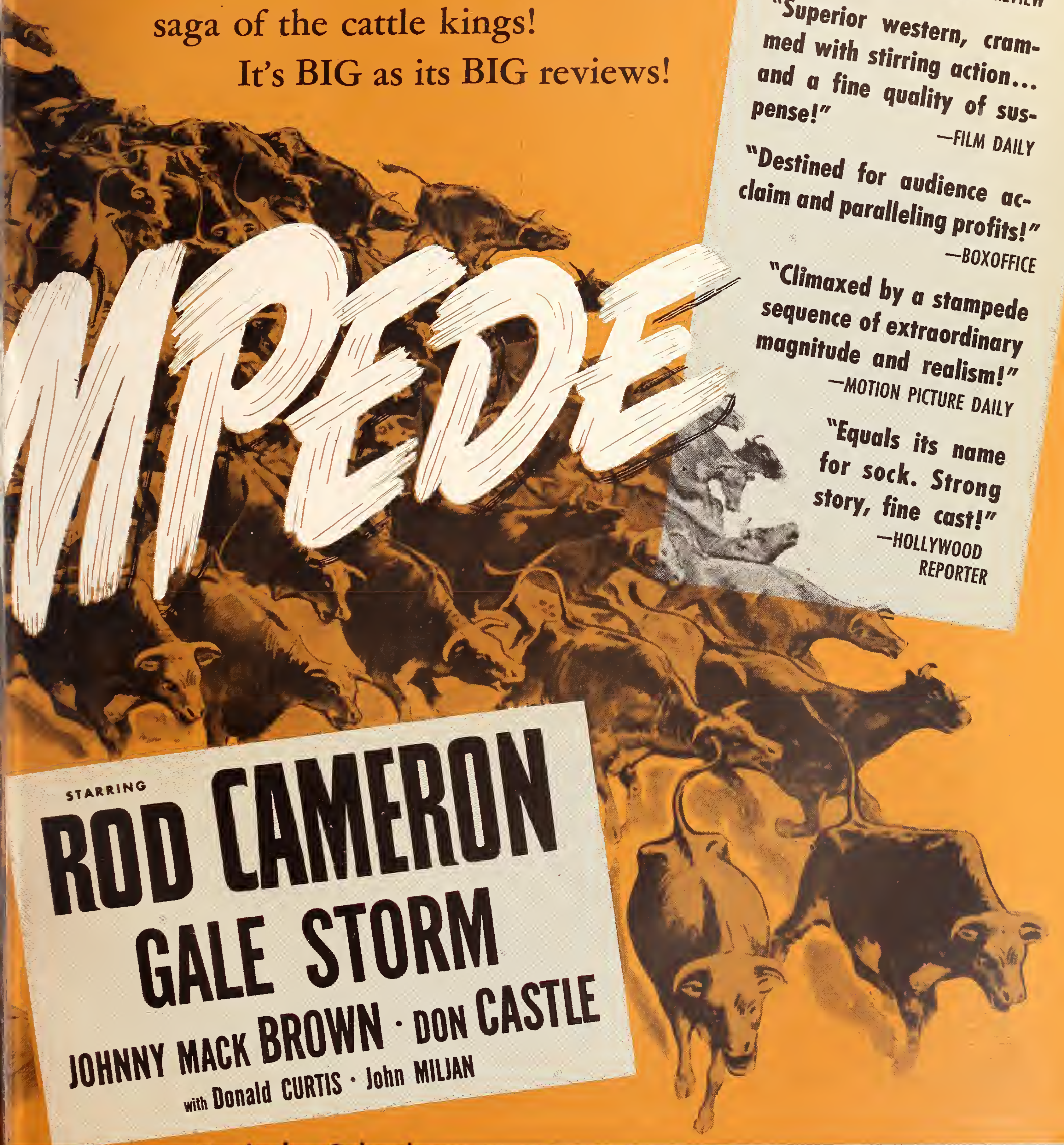
"Big scale! Jammed with action, boxoffice names!"
—SHOWMEN'S TRADE REVIEW

"Superior western, crammed with stirring action... and a fine quality of suspense!"
—FILM DAILY

"Destined for audience acclaim and paralleling profits!"
—BOXOFFICE

"Climaxed by a stampede sequence of extraordinary magnitude and realism!"
—MOTION PICTURE DAILY

"Equals its name for sock. Strong story, fine cast!"
—HOLLYWOOD REPORTER



STARRING

ROD CAMERON

GALE STORM

JOHNNY MACK BROWN · DON CASTLE

with Donald CURTIS · John MILJAN

Permanent 'P. R.' Setup Looms as Likelihood

See Continuing 'P. R.' Group

(*Continued from page* 1)

Art Arthur and Allan Rivkin, Motion Picture Industry Council of Hollywood; Maurice Bergman, Motion Picture Association; Oscar Doob, Metropolitan M. P. Theatres Association of New York; Harry Brandt, Independent Theatre Owners Association of New York; Arthur Lockwood, Theatre Owners of America; Robert J. O'Donnell, Variety Clubs International: Herman Robbins, National Screen Service; and Mort Blumenstock, East and West Coast advertising and publicity directors.

The second committee of the five, assigned that phase of public relations which bears on an improved boxoffice, was named as follows:

Charles Niles, Allied; Harry Brandt, ITOA of New York; Charles Lewis, Abel Green and Mo Wax, trade press; Y. Frank Freeman and Al Rogell, MPIC; William F. Rodgers, MPAA; Doob, MPTA and Walter Reade, Jr., and Edward G. Zorn, TOA.

Avoid Trade Practices

The third, assigned intra-industry public relations dealing with the relationships of the 200,000 industry employes throughout the nation, was specifically charged with avoidance of any discussions dealing with trade practices. Its personnel follows: Trueman Rembusch, Allied; Martin Quigley and William R. Wilkerson, trade press; George Murphy and Freeman, MPIC; Austin Keough, MPAA; Morton Sunshine, ITOA; James Coston and John Balaban, TOA; and D. John Phillips, MMPTA.

To committee No. 4 was delegated the task of developing a report on public relations related to discriminatory taxation and adverse legislation. Smaller than the others, its personnel consisted of Edward Lachman, Allied; Jay Emanuel, trade press; Leonard Spiegelgass, MPIC; Vogel MPAA; John Q. Adams and Herman Levy, TOA; and Phillips, MMPTA.

The fifth, and last, committee will dwell "with those aspects of public relations which are the proper subjects of basic research." Assigned were Jack Kirsch, Allied; Emanuel, trade press; Arthur, MPIC; M. Shaver, TOA; and Doob, MMPTA.

Terminating the opening day's conference ahead of prescribed schedule, these committees went into immediate session, committed to keep their conclusions off the record until they go on the record at the general meeting slated for 10 o'clock Wednesday morning. Meanwhile, the planning committee which changed its name from the coordinating committee to avoid confusion with the long-standing Hollywood Coordinating Committee, also stood by tonight to assist on problems which crossed the path of the five sub-committees.

Depinet Chairman

Preceding this initial definitive action were opening addresses and the formulation of conference machinery.

'UN' Type Veto for Committee Proposals

Chicago, Aug. 30.—"Try and try again" is the theory upon which proposals for incorporation in any public relations program developed here will proceed.

Any member or any group of the nine groups represented on the planning committee may submit an idea, but unless the whole committee approves it unanimously it will not be reported out. However, this will be done "without prejudice" so that a reject may be introduced for future consideration, presumably as often as its advocate feels the urge.

Ned E. Depinet, who had been spearheading the activities of the Motion Picture Association, was named permanent chairman with his own kidding vote as the only dissenting one. Delegates representing various groups thereafter determined among themselves who was to represent them on this committee on whose shoulders procedure largely rests.

Each of nine groups officially docketed in attendance named its own representative with this upshot: Roy Brewer, Motion Picture Council of Hollywood; Rotus Harvey, Pacific Coast Conference of Independent Theater Owners; Max Cohen, Independent Theatre Owners of New York; William Ainsworth, Allied; Gael Sullivan, Theatre Owners of America; Leo Brecher, Metropolitan M. P. Theatre Owners of New York; Robert J. Rubin, Society of Independent M. P. Producers and Depinet, MPAA. Francis S. Harmon, MPAA, was named secretary.

Credits Johnston

Reviewing the history which led to the conference, Depinet spoke with optimism and caution. Crediting the inaugural of the move to Eric Johnston, president of MPAA, Depinet made reference to the accomplishment of the War Activities Committee, adding, "There is no reason why we can't do it now and all the time.

"If in any way we earn our livelihood through the medium of the screen, we are bound to be affected sooner or later, in one decree or another by what the public thinks about us and what the press prints about us. And what the radio says about us. And, above all, by what we think and say about one another."

Moratorium on Names

He urgently advocated "an industry moratorium on name calling" and declared the task ahead was large-scale enough "to occupy our full time on constructive things instead of wasting our energies in feuding."

At the same time, he called it "a dangerous delusion" to believe that a comprehensive program can be written in the two days of this conference. "One of the pitfalls this conference must avoid," he continued, "is our understandable desire to make haste and the temptation to emerge from this conference with a complete program." If ways and means for developing and organizing a continuing public relations program were to be determined here, and considerable opinion now believes they will, Depinet stated "a momentous step forward will have been taken."

The primary question, in his view, were two: one, to devise a program which will protect the industry from internal and external attack, from discriminatory taxation, censorship and adverse legislation. The second was a method, or methods, of pumping "new life into our veins and bring about a healthier return on our investments."

Johnston followed with an address which drew applause. Details appear elsewhere in this edition.

Calls for Speakers

Voluntary speakers were scarce so that Depinet did the calling. George Murphy, representing the Screen Actors Guild, told in detail the position of the Hollywood actor and how, since 1946, 6,632 stars had played 2,848 charity shows throughout the United States and how, in 1949, 53 stars had played 107 veterans' hospitals in 42 states. Such effort is to be continued, he added, as a practical demonstration of how the Hollywood professional furthers industry public relations.

Murphy deplored what he called the "national sport" of harping on what's wrong with motion pictures and urged a switch to a positive approach. He told something of the history of the Motion Picture Industry Council of Hollywood in its endeavors to reduce unwarranted press criticism, voiced conviction that an industry-wide public relations program was long overdue and expressed confidence the Chicago meetings will emerge with a concrete, workable plan. "We have too good a bill of goods to sell," was how he put it.

In still another area, O'Donnell outlined highlights of the charitable work of some of the Variety Club tents, declared his organization, 9,000 showmen strong, wanted a close identification with the public relations drive and pledged the complete support of his membership.

Schenck a Speaker

A non-scheduled speaker, brief but pointed, was Nicholas M. Schenck, president of Loew's, Inc., who placed himself wholeheartedly behind the general purposes of the conference and stated Joseph R. Vogel and William F. Rodgers had been authorized to support whatever agenda finally emerges. "In my forty years in the industry — in all departments from running theatres, buying film, building theatres, then shoved into distribution and finally shoved with both feet into production — the need was never as great as it is today," he stated.

Next invited to talk was Harry Brandt of the ITOA of New York. He likened the position the meetings here to "a last chance" for the industry to get together to avoid being "torn apart inside and out." He foresaw an opportunity for the conference to write a "history-making industry constitution" in which the rules for trade-wide public relations would be incorporated. "We are a a great force, and I am sorry to say, despite ourselves. Let's make the most of it."

Delegates Hail Parley's Aims

John J. Fitzgibbons, president of Famous Players Canadian Corp., had high praise for the decision of the American industry to exhibit films dealing with Canada. He said the program of cooperation developed several years ago between the MPAA and Canadian authorities had worked well and that, as a consequence, the U. S. industry ranked high in official Dominion circles. He urged that this be stressed at the forthcoming U. S. - Britain - Canada negotiations scheduled for Washington in the conviction it may prove a deterrent against possible restrictions limiting the flight of dollars from Canada.

Sees Arguments Over

Following Fitzgibbon was Arthur H. Lockwood, president of Theatre Owners of America. The seven-point public relations program drawn up by his organization already reported was his keynote, but he also made it clear his group was ready to compose any difference in viewpoint in the cause of a united program.

"There are straws indicating that the long record of internal arguments which have proved so harmful, are behind us now," he observed.

On behalf of Allied, Abram F. Myers, chairman of its board, made it clear his delegation was proceeding in a narrow corridor. His group is limited in authority in that it cannot bind the association to any plan or program which its board had not heretofore approved, he stated. However, discussions on public relations do fall within the scope of the Allied committees' province by the authority of the board. Allied's official position likewise includes the premise that it is to correct the conditions which have brought about anti-industry criticism. "It is useless to apply eye wash until the cinder has been removed," is how Myers expressed it. He sought to allay any fear that his organization's insistence on adoption of the Finneran Plan would disrupt the conference.

Opens Afternoon Session

Explaining Allied was committed to its purposes and objectives—punishment against erring Hollywood players by action against their contractual status—he said his association is "more interested in the attainment of the objectives of the plan than in imposing every detail of it on this conference."

The delegates were Johnston's guests at lunch as the planning committee met separately to work on the report out of which the five sub-committees sprang into existence.

Ellis Arnall, president of the Society of Independent M. P. Producers, opened the afternoon session with the pledge that his group would support an arrived-at public relations agenda. "I recognize some conflicts cannot be touched at a meeting like this, but basically we stand together. This is the time to work together in fields

(*Continued on page* 11)

More on Parley

(*Continued from page* 10)

where we can cooperate. I pledge you our support and aid."

On behalf of the Screen Writers Guild, Leonard Spiegelgass drew a picture of a partnership between the writer and the distributor and exhibitor. He urged that the position of the writer, as a worker in the vineyards of commercially successful attraction, be better understood and appreciated.

"Together we must devise ways and means to stop the vested interests and the special interests from selfish attack upon us. The best answer is to continue to make and exhibit pictures that people want to see," he declared.

Speaking briefly on behalf of the Metropolitan M. P. Theatres Association of New York, Leo Brecher envisioned this conference as a great opportunity. Alluding to theatre divorcement, he said he felt the problem would prove easier of solution because exhibition is now on a common ground and uncluttered by cross-interests in distribution.

In a telegram, George Marshall, president of the Screen Directors Guild, aligned his organization on the side of improved public relations. Representing SDG here is Albert S. Rogell, whose studio affiliation is RKO Radio. Cecil B. DeMille telegraphed a sympathetic interest and cited the MPIC as proof of the need and value of industry-wide cooperation. Nate J. Blumberg, president of Universal-International, wired his support.

Inability of Gunther Lessing to be on hand reduced the SIMPP representation to two—Arnall and Robert J. Rubin. Attending as a guest is Harold Dawson, president of the Association of Screen Magazine Publishers.

The possibility of a carry-over session into Thursday disappeared today. The conference is scheduled to terminate Wednesday evening, in conformity with the original plan.

Eric Johnston

(*Continued from page* 1)

dustry. Congress knows it. I'm not asking us to submerge our separate interests. That would be nonsense. But I am saying that it hurts the industry in Washington like the mischief to have us running off in all directions. As a house divided, we are infinitely less effective in Washington than if we spoke with a united voice on matters in which we have a common interest."

Hitting out sharply at intra-industry disputes and rivalries, Johnston complained that the acceptable age-old conflict that marks the relationship of manufacturer and seller has been "misadorned" by the motion picture business "with subsidiary off-shoot conflicts."

One of the consequences of this "aggravated and intensified" situation, the MPAA chief declared, is the "reckless and irresponsible statement from within our own ranks." Such a statement may get publicity for its author, he observed, "but it's rotten public relations for the industry itself."

"I've been guilty myself," Johnston continued. "I regretted it afterward. A family feud is always juicy reading, but it doesn't inspire confidence among the neighbors."

"Distributors and exhibitors alike are shelling out millions in legal fees which they can ill afford," added Johnston, on elaborating upon his criticism of the existence of many industry law suits. "An industry continually in court is like an individual forever in a law suit," he added. "It thins his bankroll and steals his time. In our case, the costs come out of the same box-office dollar. It's the only dollar which we have."

He added: "Some other time, perhaps, we can study out ways to resolve our legitimate grievances without rushing to the law about them."

Summarizes Scene

Prior to these remarks, Johnston summarized the present industry economic scene with a series of questions. "Do you know," he asked the representatives of 14 industry groups and organizations, "that while our box-office receipts have doubled in the last 20 years, our share of the recreation dollar has decreased by a third?

"Do you know that 18 years ago, during the peak of the depression, we were getting 84 cents out of every spectator amusement dollar, but in 1948—while we were still getting the lion's share—it had dropped to 76 cents, off 10 per cent?

"Do you know who's picking up some of those lost spectator amusement dollars? Professional baseball. 'Pro' football. College football. Horse and dog race tracks. In the last 18 years, the tracks increased their share of the amusement dollar by 950 per cent," Johnston said.

Johnston hailed the all-industry public relations conference as "an epochal gathering for our industry," and said he had never heard of similar meetings in other industries. "Maybe," he concluded, "our industry is once again the first to adventure with a new idea."

Word of Caution

Urging the industry to pull itself back to "alertness by awareness that few on the outside ever take the film for granted," Johnston offered these words of caution: "There is nothing in the world more controversial—more talked about, more maligned, more beloved, more hated, more feared, more trusted, more welcomed, than the American motion picture."

Johnston concluded his address on what he described "a note of faith, a note of confidence and a note of optimism."

He said, "The pitfalls and dangers in a gathering of this kind are obvious to us all. But the rewards can be bountiful, richer by every gauge than any we have known. I look ahead to our future with eagerness and expectation."

Exports Decline

(*Continued from page* 1)

and equipment began during the early months of 1948 and has continued steadily.

Equipment sales dropped from $6,937,350 in the first six months of 1948 to $4,189,441 in the comparable period this year.

Shipments of developed 16mm. film, both negative and positive, were up, however. Rawstock shipments of every type were down considerably, and exports of practically every type of industry equipment were off from 1948 levels.

Ban Salary Lists

(*Continued from page* 1)

top three salary earners yearly to the Securities and Exchange Commission, and the Bureau must continue to make public all recipients of excess-profit tax refunds. However, the publicity on this information is much less than on the other releases.

The new law also permits the Bureau of Internal Revenue to work out any system it wants for collecting excise taxes. Bureau officials have been talking about the possibility of a plan whereby theatre owners would pay their employee withholding taxes, social security taxes and admission taxes all at one time into local banks, merely making one annual report to the tax collector. Such a plan has been tested for just the payroll and social security taxes in Baltimore, and will probably go into effect on a nationwide basis next January. Experimentation with excise taxes has not been carried on however, because the Bureau lacked authority. It now has this authority.

Ticket Tax Income

(*Continued from page* 1)

the $14,216,000 reported in 1946-47, when only 28 states taxed admissions.

Chief reason for the drop from the 1948 fiscal year to 1949 was the fact that Ohio reported collections of $2,601,000 in 1948 and only $15,000 in back taxes in 1949.

The census report said that 32 states also collected $3,772,000 in license fees from theatres, and other amusement places in the 1949 fiscal year, compared to $3,501,000 collected by 33 states in the 1948 period.

TOA Bid to FCC

(*Continued from page* 1)

on the subject. It is expected that similar petitions will be filed by individual exhibitors and circuit heads who are interested in theatre television.

"The TOA petition," Sullivan said in statement issued by his office, "is the result of a year-long study made by the executive staff of the TOA and its television committee, headed by Mitchell Wolfson of Miami and its television consultant, Marcus Cohn, Washington attorney. It does not seek specific assignment of any frequencies to any one exhibitor but endeavors to obtain recognition by the FCC for the need of making an allocation so that exhibitors, if they desire to do so in the future, might apply for individual licenses." TOA's petition was filed through Cohn and TOA general counsel Herman Levy.

"This action was taken," Sullivan added, "for the future protection of the industry in the development of this new medium as well as profit if the developments in television make it feasible for us to participate in its growth. It involves no present commitment on the part of TOA to seek theatre television frequencies as an organization, but seeks to protect its membership, and that of other exhibitors, from having all available channels assigned to other forms of communication without an opportunity of being heard."

ATOI to Meet Nov. 15-16

INDIANAPOLIS, Aug. 30.—The Associated Theatre Owners of Indiana has set its 23rd annual convention at the Hotel Lincoln here on Nov. 15-16.

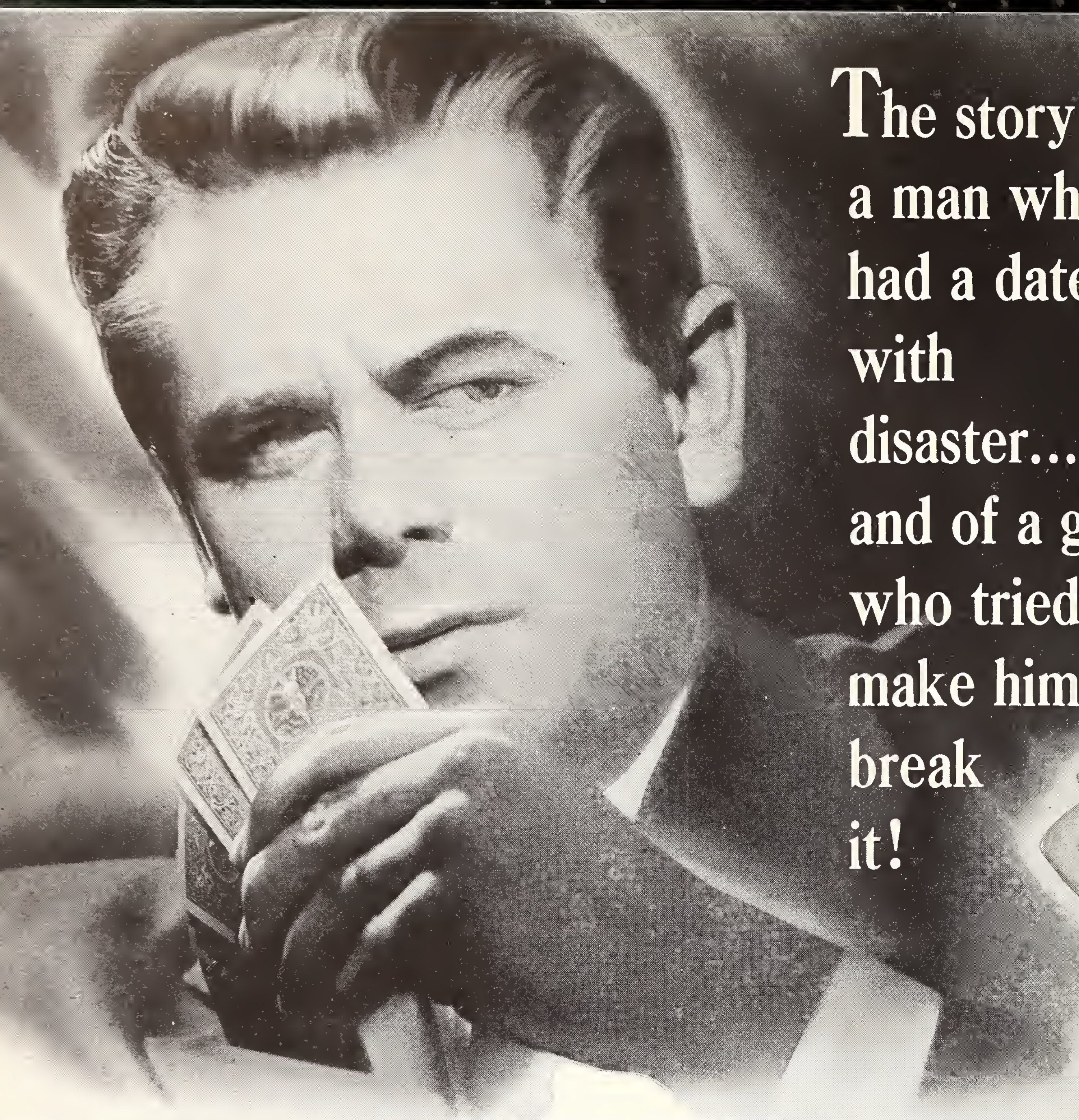
EVERYBODY'S SAYING IT:

"Funniest picture of my life!"

EXCAVATION DANGER

"My Friend Irma"

Produced by Hal Wallis for Paramount
from everybody's favorite radio show



The story of
a man who
had a date
with
disaster...
and of a girl
who tried to
make him
break
it!

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MR. SOFT TOUCH

with JOHN IRELAND · BEULAH BONDI · PERCY KILBRIDE
Screen Play by ORIN JANNINGS
Directed by HENRY LEVIN and GORDON DOUGLAS
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 44 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 1, 1949 TEN CENTS

'P. R.' PLAN TO BE IN EFFECT IF ACCEPTED BY NOVEMBER 1

Constituent Groups Given 60 Days for Their Principals to Vote Course—Strong Steps to Mend Industry Fences on Tentative Agenda

By RED KANN

CHICAGO, Aug. 31.—A permanent all-industry public relations organization will become a reality if the sweeping program unanimously adopted at the all-industry conference convened here for such a purpose is approved by the constituent groups by Nov. 1.

Without dissenting vote, the conference today approved recommendations to this end and adjourned its whirlwind day-and-night sessions so far ahead of schedule that plans for afternoon and evening sessions were abandoned.

Realizing that practically all of the groups in attendance were proceeding under limited authority and that their boards of directors or their memberships must take final action, the planning committee evolved these proposals which were adopted without contrary vote.

1. To set up a conference committee composed of one representative of each constituent group.
2. To authorize members of the planning committee to represent their organizations on the conference committee until their organizations designate another representative.
3. To request each group to name an alternate on the conference committee.
4. **To have each group advise the conference committee by Nov. 1 in writing of its approval or disapproval of actions taken here.**
5. To proceed with the establishment of a permanent organization on or after Nov. 1 provided the Chicago decisions are unanimously approved by each group. Plans for the permanent

(*Continued on page 6*)

Quigley Hails 'PR' Meeting

CHICAGO, Aug. 31.—Martin Quigley, temporary chairman of the industry press which formed an organization of its own during the closing phase today of the all-industry public relations conference, expressed satisfaction over deliberations of the meetings.

"At no time during my 35 years as editor of motion picture trade publications have I found such solid grounds for satisfaction and delight as I have found in inspiring events of this conference," he declared in part.

"As many of those present well know I have always urged a far and lofty horizon of ideals for the motion picture and the industry. Today it was my happy experience to observe this conference, composed of businessmen, endorse for all the world to see a resolution dedicating the motion picture to use the laws of God and the laws of man as the yardstick to determine whether or not a subject is suitable for filming.

> **"I am convinced that here is a superlative act not possible to find duplicated in the annals of industrial, commercial and financial activity.**

"This conference, dedicated to public relations and the improved status of the motion picture, has accomplished a great deal. Yet is is the plain, simple fact that the greatest good that might be done in ordinary public relations effort is only trivial alongside the accomplishment of the motion picture itself.

"The right type of film displayed every night before millions of people can do more either to elevate or degrade the status of the film and the

(*Continued on page 6*)

Exhibitor Leaders To Oversee Shorts

CHICAGO, Aug. 31.—The board of trustees of the industry's institutional short subject series, "The Movies and You," at a meeting held here today named the presidents of five exhibitor associations to serve alternately as chairman for the next 30 months. They will serve on a rotating basis, for six months each, with Arthur H. Lockwood, head of the Theatre Owners of America, filling the first term, starting tomorrow.

Succeeding chairmen will serve in

(*Continued on page 6*)

Without AFM Pact, Coast Independents Pay Double Wages

Because Hollywood's independent producers no longer are covered by contracts with the American Federation of Musicians, it is necessary for them to pay studio musicians' salaries about double those for which the major studios have contracted, AFM president James C. Petrillo revealed here yesterday.

Under the contract which AFM renewed recently with the majors, musicians' scales are $39.90 for a three-hour period, and $79.80 for six hours, with orchestra leaders receiving double those wages. Thus, the independent studios are required to pay approximately $79 per man for a three-hour period, and $159 for six hours, and double pay for leaders.

Petrillo disclosed that it was not possible for him to negotiate a new contract with the independents at this time since the committee they had previously set up for negotiating purposes had "fallen apart." The last agreement AFM had with the inde-

(*Continued on page 7*)

Three Majors Lose Trust Suit Appeal

BUFFALO, Aug. 31.—A U.S. Court of Appeals decision filed in Federal Court here affirms the $85,500 anti-trust award made by a Federal Court jury on Jan. 28, 1948, in favor of Bordanaro Brothers Theatres of Olean. Defendants are RKO Radio, Paramount and Warner Brothers.

Federal Judge Harold P. Burke dismissed the complaint against RKO

(*Continued on page 7*)

1,086 Film Houses in Metropolitan N. Y.

Metropolitan New York has 1,086 motion picture theatres, the New York Film Board of Trade reported here yesterday in its annual theatre guide for 1949. Some 863 of the total are circuit operations, of which 165 are affiliated and 698 are unaffiliated;

(*Continued on page 7*)

Skouras 'Knows' Fox Will Lose Theatres

Chicago, Aug. 31. — Said it with a smile, but here is how Spyros P. Skouras, president of 20th Century-Fox, explained the reasons for his three-months trip abroad at the final session of the all-industry public relations conference today:

"Knowing Fox would be losing its theatres, I wanted to find ways of improving our income. That was really the purpose of my long trip."

$2,207,037 Net for RKO in Six Months

Radio-Keith-Orpheum yesterday reported a net profit of $2,207,037 for the first six months of 1949, equivalent to approximately 57 cents per share on 3,899,914 outstanding common shares, compared with a net of $1,901,864 for the first six months of 1948, equal to approximately 49 cents per common share.

Although the corporation reported an operations loss of $157,840 for the second quarter of this year, in addition to provision for estimated income taxes of $172,000, a profit of $1,499,397 was realized through the sale of capital assets. It was during that period that RKO sold its interests in Butterfield Michigan Theatres and W.

(*Continued on page 7*)

ABC in FCC Suit on 'Jackpot' Air Ban

The Federal Communications Commission's recent edict declaring radio giveaways a violation of the U. S. Criminal Code constitutes the exercise of a power of censorship which the Commission does not, in law, possess, American Broadcasting Co. charges in a complaint which was filed in U. S. District Court here yesterday.

ABC asks for an immediate temporary injunction restraining the enforcement of the FCC rule pending determination of the action.

The network charges that the Commission's definition of a lottery is not

(*Continued on page 7*)

Ascap Video Accord Extended to Sept. 30

Ascap yesterday extended its arrangement with telecasters on the use of Ascap music another 30 days, to Sept. 30, but made it clear an extension beyond that new deadline is unlikely.

Video executives and Ascap have been in huddles for the past seven months on terms of a contract. Presumably if they fail to reach agreement by Sept. 30 Ascap music will go off television. If a pact is agreed upon, it will be retroactive to Jan. 1. Prior to Jan. 1 Ascap granted music licenses to video stations gratis.

Coast Production Remains Steady

HOLLYWOOD, Aug. 31.—The production index remained at *status quo* this week, for a total of 45, with eight new pictures going before the cameras and an equal number having been completed.

Starting were: "A Mother for May" and "Rogues of Sherwood Forest," Columbia; "Cowboy and the Prizefighter" (E-L-Equity); "Tough Assignment," Lippert; "Wolf Hunters," Monogram; "Powder River," Republic; "The White Tower," RKO-Radio; "The Caribou Trail" (20th-Fox).

Completed were: "The Traveling Saleswoman," "Riders of the Sky" (formerly "Beyond the Purple Hills"), "Bodyhold" (formerly "Stranglehold"), "Tyrant of the Sea" and "Renegades of the Sage," Columbia; "Forbidden Jungle," Independent; "Ambush," M-G-M; "Sands of Iwo Jima," Republic.

Fox Midwest Meet At Kansas City

KANSAS CITY, Aug. 31.—Twentieth anniversary convention of Fox Midwest began here today with a meeting at Hotel Muehlebach, with all managers and department heads present. Jonas Rosenfeld, advertising manager of 20th Century-Fox, was a speaker.

The meeting is under the direction of E. C. Rhoden, head of Fox Midwest, with Richard Brous presiding as chairman. Awards were made, with Nick Sonday, who won the National Theatres drive award for the Fox Midwest unit, heading the list.

Tomorrow district managers will conduct district meetings, and in the afternoon the annual outing at Starlane Farm will occur.

'Stable' Tops 'Agreement'

Grosses at four o'clock yesterday at the RKO Memorial Theatre in Boston, where 20th Century-Fox's "Come to the Stable" opened, were running ahead of "Gentleman's Agreement," which set an all-time record for the house, it was disclosed here by 20th Century-Fox's home office.

Personal Mention

WILLIAM J. HEINEMAN, Eagle-Lion distribution head, is en route to New York from the Coast.

•

ANGEL LUIS MANATSTI, owner of the Argentine company, Argentina Sono Film, has arrived in Miami by Pan American plane from Buenos Aires, and will visit New York, Chicago and Los Angeles during a month's stay in the U. S.

•

GEORGE MARGOLIN, president of Continental Motion Pictures Corp., and MRS. MARGOLIN, have returned to New York from Europe.

•

MYER FINE, president of Associated Theatres Circuit, Cleveland, has returned there from a six-week vacation in Europe.

•

HAROLD PIROSH, M-G-M author and associate producer, will leave Hollywood today for Columbus. He will go from there to Indianapolis.

•

HERB STEINBERG, Paramount publicist, and MRS. STEINBERG are the parents of a boy, THOMAS FREDERICK, born at Israel Zion Hospital here.

•

WALDO DAVIS has purchased the Eldorado Theatre, Ewing, Neb., from A. F. MEUTING.

•

JOHN GOOD, Paramount Buffalo salesman, has been hospitalized there with poliomyelitis.

•

JACK FOXE, Loew's Washington publicity director, and MRS. FOXE, are parents of a new-born daughter.

•

NAT WOLF, Warners' Cleveland zone manager, has returned to that city from New York.

•

HARRY FEINSTEIN, Warner Brothers Pittsburgh assistant zone manager, is in New York from that city.

•

CHARLES F. O'BRIEN, Loew's director of industrial relations, is vacationing in the Adirondacks.

RUDOLPH SANDERS, head of Sanders Theatres, Brooklyn, was honor guest at a party given yesterday on his 70th birthday, by the officers and staff of Brooklyn's Jewish Sanitorium and Hospital for Chronic Diseases, of which he has been vice-president for years.

•

LAWRENCE JACOBS and GLEN WALLACE were reelected to represent the 12th and ninth Michigan districts on Allied of Michigan's board of directors.

•

J. F. FLOOD, Paramount office manager at Atlanta, has resigned, with BOBBY STEVENS, formerly of the Jacksonville branch, taking his place.

•

N. T. WATERS, SR., and J. M. WATERS, of the Waters Theatres, Birmingham, have returned to that city from Laguna Beach, Fla.

•

NICK TORNICHIO, former assistant manager of Schine's Bucyrus Theatre, Columbus, has been named manager of the Civic Theatre there.

•

WALTER T. MURPHY, manager of the Capitol Theatre, New London, Conn., is recuperating at his home there from an illness.

•

FRED GOLDBERG, sales manager of the new Hialeah Film and Television Center, Miami, is in Atlanta.

•

RICHARD CORUM has been named theatre editor of the Columbus, O., *Star*.

•

WALTER WILSON has been named assistant manager of the Paramount Theatre, New Haven.

•

MRS. CHRISTINE FOWLER has been promoted to assistant manager of the Gardens Theatre, Laconia, N. H.

•

E. K. O'SHEA, Paramount assistant general sales manager, has left here for Cincinnati.

Columbia to Release Six Autry Pictures

Columbia will release six Gene Autry productions during the coming year instead of four as originally announced recently at the company's Chicago sales meeting. The six will be high-budget productions, according to the company, and will be produced by Armand Schaeffer, president of Gene Autry Productions.

Set 'Heiress' Showings

Paramount now is in the midst of an extensive program of screenings for William Wyler's "The Heiress." Unlike most pre-release campaigns, where screenings are held largely for nationally-circulated opinion makers, the "Heiress" campaign is penetrating into the "grass roots" through every Paramount branch. In addition to the usual screenings for newspaper, magazine and radio people, representatives of all groups in every branch city are being invited to see the picture.

Kaufman M.P. Sales Coast District Head

Motion Picture Sales Corp. has appointed Herbert Kaufman district sales manager for the Los Angeles and San Francisco territories, effective immediately, Motion Picture Sales executives Neil Agnew and Charles Casanave disclosed here yesterday.

Kaufman was with Paramount for a number of years, and more recently was with SRO.

Gala Vaudeville Return

LOS ANGELES, Aug. 31.—Vaudeville came back to Los Angeles tonight under circumstances resembling Hollywood's gala premieres when Sherrill Corwin first-nighted an eight-act bill at his Orpheum Theatre on a four-a-day schedule. Thousands lined roped-off streets around the theatre, and a large turn-out of vaudeville "greats" of years gone by attended the opening performance.

Coming Events

Sept. 12-14—Allied Theatre Owners of New Jersey 30th annual convention, Hotel Ritz-Carlton, Atlantic City.

Sept. 12-15—Theatre Owners of America annual convention, Ambassador Hotel, Los Angeles.

Sept. 19-20—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, Hotel Jefferson, St. Louis.

Sept. 20-21—Kansas-Missouri Theatres Association annual convention, Muehlebach Hotel, Kansas City.

Sept. 20-22—Independent Theatre Owners of Ohio annual convention, Deshler-Wallick Hotel, Columbus.

Sept. 26-28—Theatre Equipment and Supply Manufacturers and Theatre Equipment Dealers joint convention and trade show, Stevens Hotel, Chicago.

Oct. 3-5—Allied Theatres of Michigan annual convention, Book-Cadillac Hotel, Detroit.

Oct. 5-6—Kentucky Association of Theatre Owners annual convention, Brown Hotel, Louisville.

Oct. 12-13—Motion Picture Exhibitors' Association of Canada meeting at the Chateau Laurier, Ottawa.

Oct. 18-20—Motion Picture Theatre Owners of Arkansas, Missouri and Tennessee annual convention, Hotel Gayoso, Memphis.

Oct. 24-26—Allied States Association annual convention, Minneapolis.

Legion Reviews 12; Rates 4 Class 'B'

Twelve additional films have been reviewed by the National Legion of Decency with four receiving a "B" rating. In that classification are: J. Arthur Rank's "Good Time Girl," RKO Radio's "Make Mine Laughs," Eagle-Lion's "Springtime in Park Lane," and Warner Brother's "White Heat."

In Class A-1 are: United Artists' "Indian Scout," Screen Guild's "Skyliner" and "Son of a Badman," and Columbia's "South of Death Valley." In Class A-11 are: Columbia's "The Devil's Henchman," M-G-M's "The Doctor and the Girl," 20th Century-Fox's "Everybody Does It," and Universal-International's "Sword in the Desert."

2nd Series to Savini

R. M. Savini, president of Astor Pictures, has acquired distribution rights to eight more "Wild Bill" Elliott Westerns. Rights to the new series gives Astor a total of 16 Westerns starring the cowboy star.

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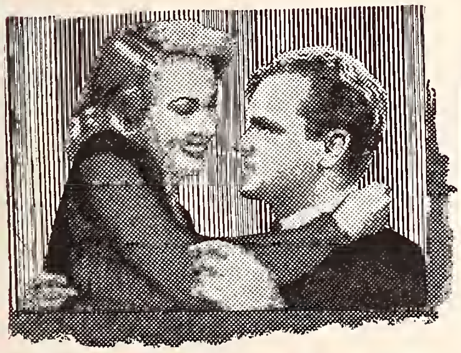
Shubert in late October. Next spring he'll be on hand for the | berg's company, Colony Pictures, | Lasky's rights to the "Life of Ca- | Bronx and Westchester. . . . "We

JIMMY'S NEW WARNER HIT HITS NEW HEIGHTS!

'PUBLIC ENEMY'
'CEILING ZERO'
'DOORWAY TO HELL'
'ROARING TWENTIES'
'FIGHTING 69TH'
'G-MEN'
'ANGELS WITH DIRTY FACES'
'YANKEE DOODLE DANDY'

Pick up the pieces folks, Jimmy's in action again!

JAMES CAGNEY IS RED HOT IN "WHITE HEAT"



CO-STARRING **VIRGINIA MAYO**

with **EDMOND O'BRIEN** FRED CLARK

DIRECTED BY RAOUL WALSH

PRODUCED BY LOUIS F. EDELMAN

Screen Play by Ivan Goff and Ben Roberts

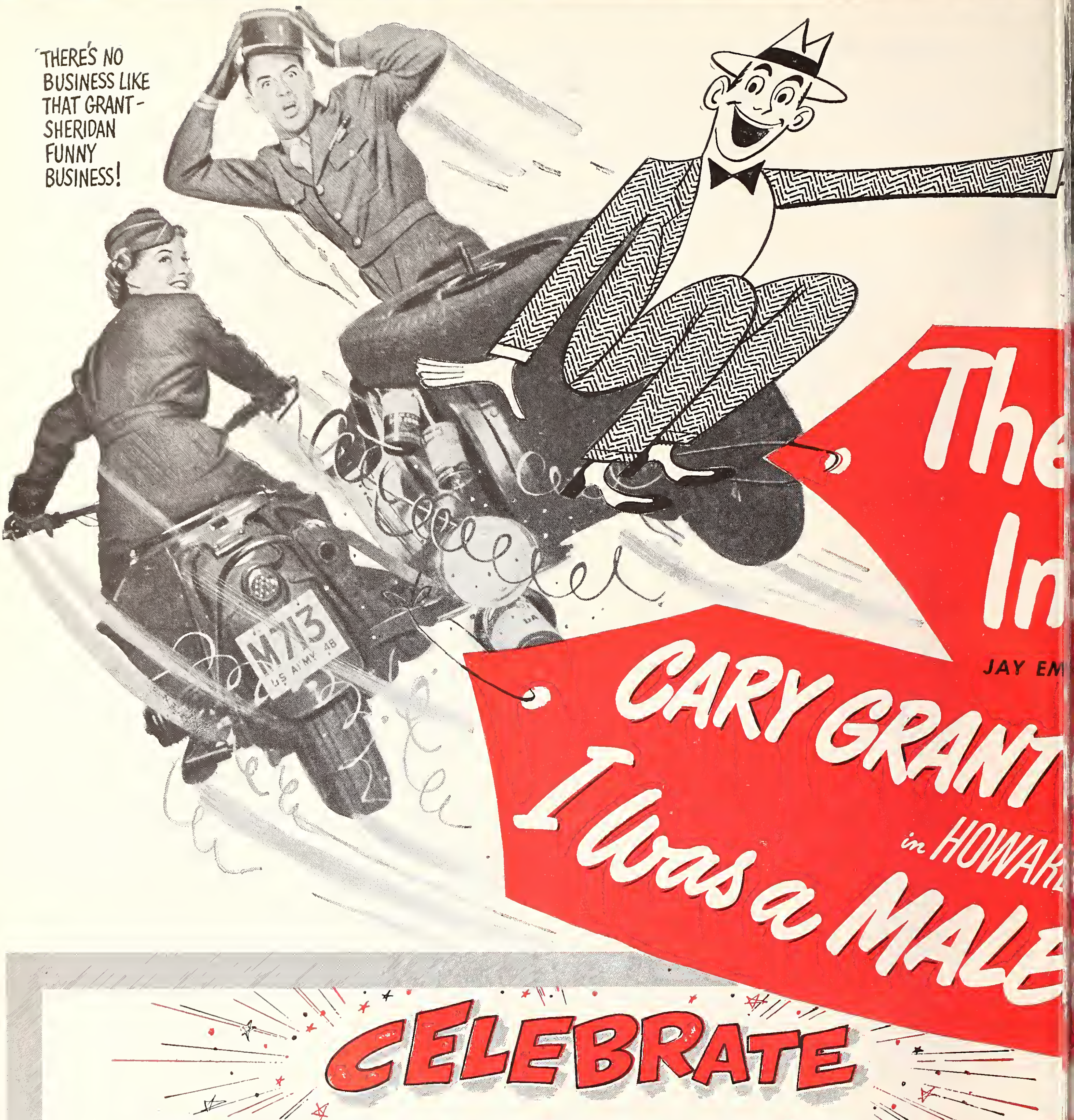
Suggested by a Story by Virginia Kellogg • Music by Max Steiner

season" by a trio of sponsors—Richard Aldrich, Richard Myers and John C. Wilson. | Behrman's play, formerly called "Jane") or "Setback for Don Juan" in behalf of Gilbert Miller, is something he ought to be able to | pects to spend the first ten days in October shooting location scenes for "Night Cry" in New York. "The Man Who Sank the Navy" | national producer, disclosed today that he is working a deal for his release from his contract with the studio. He also said that he has been approached by representatives

It's a Warner Campaign, dynamic, socky — the pressbook now ready!

Mr. Warner Exhibitor get yourself geared to go Labor Day!

as never before!!


'THERE'S NO BUSINESS LIKE THAT GRANT-SHERIDAN FUNNY BUSINESS!
M713
U.S. ARMY 48
The
In
JAY EM
CARY GRANT
in HOWAR
I Was a MALE

CELEBRATE

THE BRANCH MANAGERS' TESTIMONIAL AU

with these great, great attractions! COME TO THE STABLE · SLATTERY'S HURRICAN
HOUSE OF STRANGERS · IT HAPPENS EVERY SPRING · THE BEAUTIFUL BLONDE · FORBI
GOES TO COLLEGE · MOTHER IS A FRESHMAN · A LETTER TO THREE WIVES · CANAD
THE FAN · YELLOW SKY · CHICKEN EVERY SUNDAY · THAT WONDERFUL URGE · D

There's No Business Like 20th

CENTURY-FOX

FLASH!

LOS ANGELES—"WAR BRIDE" has iggest First Week in Months and onths! Set to run Weeks and Weeks!

V YORK—Roxy goes to extra shows andle record-breaking crowds!

Biggest Pickup Boxoffice History!

says: "Funniest picture I have seen in my 38 years as an exhibitor — bar none!"

Also Terrific in Asbury Park, N. J. & Phoenix, Ariz.

AND SET FOR BIG BUSINESS, LABOR DAY, EVERYWHERE

ANN SHERIDAN

WKS'

AR BRIDE

th-DEC. 31st

'RE MY EVERYTHING

REET · MR. BELVEDERE

IFIC · THE SNAKE PIT

THE SEA IN SHIPS

siness!

ARE YOU IN the
$7500 All-American
Premiere Contest for
"FATHER WAS A FULLBACK"!

I'm In!
ALL AMERICAN
PREMIERE
CONTEST

Count me in!

"Father Was A Fullback"
All-American Premiere Contest
20th Century-Fox,
444 West 56th St., N. Y. 19, N. Y.

Rush contest details and football souvenir to:

NAME ....

THEATRE ....

ADDRESS ....

....

NOTE: *It is not necessary to send in this form to qualify. When you book the picture you are automatically eligible.*

Vote 'PR' Plan Acceptance by Nov. 1

Groups' Okay Is Next Step

(*Continued from page* 1)

body thereafter will be submitted to the constituent organizations for ratification.

Name Alternates

Walter Reade, Jr., will serve as TOA alternate for Gael Sullivan; Art Arthur for Roy Brewer, MPIC; William Namenson for Max Cohen, ITOA; Oscar Doob for Leo Brecher, MMPTA; William Graeber for Rotus Harvey, PCCITO; William F. Rodgers, for Ned E. Depinet, MPPA; and Martin Quigley for Abel Green, industry press. Allied, SIMPP and Variety Clubs International will make their selections after consultation.

Depinet explained the formula took into consideration impending national conventions of TOA and Allied and that it also will allow time for other groups to determine their eventual position.

The five sub-committees appointed Tuesday completed what was in many cases extremely difficult assignments with a speed which aroused enthusiasm and admiration. However, it made necessary dinner and evening sessions that evening and, in several instances, carried the deliberations far into the night.

The committee on general public relations fell to the chairmanship of Mort Blumenstock. Its report divided into three resolutions, but it was the first, written by Leonard Spigelgass, which aroused a high order of enthusiasm. This resolution reaffirmed the conference's faith in, and responsibility to, the American people and pledged the conference "to the production and exhibition of films that will entertain and instruct; that will show the humanities and ways of our nation and will, without fear, bring light to the dark corners of ours."

Sets Yardstick

In part, it continued: "The conference will continue to use the laws of God and the laws of man as its yardstick to determine whether or not a subject is suitable for filming. It will continue its self-regulation to make certain that honesty may be achieved without offense. It will, without stint, bend its best efforts to laughter and thought, putting no man above another, though he be white or black, Christian or Jew."

The resolution called for a national policy making authority composed of all industry elements, to plan and supervise a comprehensive, continuous public relations program.

The second resolution of this committee commended the work of the Motion Picture Industry Council of Hollywood and urged the Chicago conference to implement and support that program. The third resolution covered various public relations plans submitted to the conference, but recommended deferred action pending appointment of the national policy-making committee as provided in the first resolution.

Abram F. Myers of Allied said of the first resolution: "It is excellent and the finest declaration of principles governing the industry I have ever heard."

Edward G. Zorn, chairman of the committee on public relations as they relate to better box-office, reported his group had faced a complex task in combing a large number of suggestions submitted to the conference. It rejected the film festival plan developed by Gael Sullivan, but urged, however, that certain elements of it be incorporated in a suggested nationwide contest in which theatre audiences would vote for the best pictures over a period of time to be decided.

Recommend Slogans

Slogans tying in all advertising by distributors and theatres were recommended and, too, an organized effort promoting the greater use of institutional theatre advertising; distributors were asked to incorporate this kind of copy in all future pressbooks. Territorial promotional and exploitation campaigns, typified by those under way in Baltimore and used in Iowa-Nebraska and Arkansas were another recommendation of this committee.

It was suggested that non-commercial screenings, introduced by Loew's, be undertaken by all distributors in smaller cities and towns. This was viewed as a way of emphasizing plus values with the clergy, press, radio, civic and educational leaders.

While the Sullivan plan was not adopted, the resolution commended him for "inspiring the industry to a fresh recognition of the need for stimulating public interest by some concerted industry-wide campaign."

The committee on intra-industry relations, with Y. Frank Freeman as chairman, found the Finneran Plan to which Allied is committed "unworkable," but declared it recognized "the public relations problem involved in that plan deserved continued study." This assignment is proposed for an intra-industry committee assigned the task of evolving a program embracing the entire industry.

Texts for Employe Pledges

This committee, too, found the wide employment of slogans valuable and suggested tentative texts for voluntary pledges by all employes in the industry. Interesting was another suggestion that important production executives attend local exhibitor conventions with regularity as a method of developing a better understanding between these branches of the industry. Skouras hailed this as "a wonderful idea" which he would like to see employed on an international basis.

Urged as well were instructions to publicity staffs to align their thinking with the program adopted in Chicago. Hollywood personalities are to be asked to make more appearances.

Forthright action to lift the Federal admission tax was the gist of the report of the committee on taxation and legislation of which Herman Levy was chairman. Declaring the problem was industry-wide, and not the theatreman's alone, this committee called for a united frontal attack.

To implement this, it recommended that the Motion Picture Industry Council seek to make available the services of Hollywood personalities in trailers and in personal appearances by way of focalizing the attention of the public, and, through it, members of Congress. The same formula was recommended in the event the much-feared onslaught of state and municipal taxes follows the removal of the Federal levy. Data on campaigns against taxes will be made available.

It was also decided to send wires protesting the continuance of the tax to members of Congress and a separate communication along identical lines to the President. Skouras suggested the newsreels should be employed to get across the industry's viewpoint on the subject.

See Research Need

The committee on basic research, last to render its report, recommended establishment of a research program on its conclusion that proper public relations cannot function effectively without factual material upon which to draw. Jay Emanuel was chairman.

In a short address, Skouras placed himself squarely behind the public relations purposes of the conference. He viewed the meetings as "the most momentous and critical in the industry's history," and emphasized the "need to unify forces for self protection."

John J. Fitzgibbon of Toronto intends tying in Canada and proposes to inaugurate the alliance in Toronto, where Francis Harmon will address the national convention of the M. P. Exhibitors Association of Canada on Oct. 12-13. "I am greatly gratified that these meetings now become a fact," stated William F. Rodgers, general sales manager of M-G-M. "After 40 years in the industry I am proud to enjoy the complete knowledge that we now have a unified industry."

Company Heads Agree

On Tuesday, Nicholas M. Schenck, president of Loew's, expressed support of the public relations program. Today, Skouras gave his. Through Austin Keough, Barney Balaban, president of Paramount, whose delayed arrival from Europe prevented an appearance here, assured his company's backing. Herbert J. Yates, president of Republic, likewise wired that he was in accord and "for any plan that was adopted."

As the conference closed, Depinet called upon Eric Johnston, president of the Motion Picture Association. "I have been told often such a meeting as this could never be held and, if so, that it would not be successful," he stated. "It is not so important how much has been done here today. It is important that we have started and that we stay on the right track. There is glory enough in this for everyone."

But before the final curtain on this exciting and probably historic conference dropped, Depinet also called upon Myers. He was brief, and this is what he said:

"I am glad I came. I have had a good time. You have done a good job."

Fire at Kentucky House

CINCINNATI, Aug. 31.—Damage estimated at $5,000 was caused by a fire at the Music Hall Theatre, the oldest house in nearby Newport, Ky.

Quigley Hails

(*Continued from page* 1)

industry than all other public relations combined.

"If we stand steadfast alongside the dedication of this magnificent resolution this, in itself, is an entirely worthwhile accomplishment of this conference."

The industry press pledged its full support to the conference and its purposes and will function under the title of the Publishers' Trade Press Committee.

To Oversee Shorts

(*Continued from page* 1)

the following order: William L. Ainsworth, head of Allied; Rotus V. Harvey of the Pacific Coast Conference of Independent Theatre Owners; Harry Brandt of the New York Independent Theatre Owners, and Leo Brecher of the Metropolitan Motion Picture Theatres Association, New York.

Other officers elected were Joseph R. Vogel, treasurer, and Francis S. Harmon, secretary.

The board was informed that nine of the 12 subjects in the series have already been completed, with two additional ones slated for completion by the end of the year. The 10th and 11th subjects are "History Brought to Life" and "The Screen Writer." Last of series, "The Screen Director," is expected to be ready shortly after Jan. 1.

Seek Legal Test of DST on Calif. Ballot

HOLLYWOOD, Aug. 31.—Legality of the action which placed a daylight saving time proposition on the ballot in the state election next November will be investigated by counsel representing drive-ins and independent theatres, which next week will launch a drive against the measure by using trailers on screens. It is believed that certain legal requirements were bypassed by the measure's sponsors.

Observers point out also that the November election, being held principally as run-off to decide disputes arising from the close vote on several propositions in the last election, will attract few voters, with the result that an organized minority could impose its will. Major theatre circuits are expected to add their strength to daylight saving time opposition now being pushed by drive-ins and independents.

Serve Rodgers, Keough

CHICAGO, Aug. 31.—Subpoenas were served today to William F. Rodgers, M-G-M distribution vice-president, and Austin Keough, Paramount general counsel, summoning them to appear as witnesses at the hearing of the South Bend auto drive-in case on Sept. 12 before Federal Judge John J. Barnes. Both Rodgers and Keough received the subpoenas while attending the all-industry conference.

Name Cycloramic Agent

Frazar and Hansen, Ltd. of San Francisco, has been appointed exporters of the Starke Cycloramic Screen by the manufacturers, B. F. Shearer Co., Seattle.

FCC Promises Early Decision on TV Color

Washington, Aug. 31.—The Federal Communications Commission has promised Senate Interstate Commerce Chairman Johnson "a proper and early determination" on the use of color television. It notified Johnson that it had asked CBS, RCA and other firms intending to testify on color at the forthcoming television hearings to "be fully prepared to present the most complete tests and demonstrations possible with respect to their respective systems" to enabale the Commission "at the earliest possible moment to reach a determination as to color television."

Independents Pay Do

(Continued from page 1)

pendents was reached in Sept., 1948, but, Petrillo explained, the independents' negotiating group dissolved about six months ago, at which time it became apparent, he added, that a new over-all contract with the independents could not be written. Represented on the former negotiating committee were the Society of Independent Motion Picture Producers, Independent Motion Picture Producers Association, Eagle-Lion and Enterprise.

Petrillo said the wages which must be paid by the independents come under an "unwritten understanding" AFM has with individual producers.

Petrillo Takes Action Against AGVA in Jurisdictional Row

American Federation of Musicians president James C. Petrillo declared here yesterday that because the American Guild of Variety Artists has "raided" the AFM membership, the latter has been informed that no AFM member may join or remain a member of AGVA. He said the dispute between the two unions arose when AGVA assessed an AFM musician at the RKO Regent, in Harlem, $50 and took him into membership because he "acted" as well as played an instrument during the vaudeville which the theatre had provided once weekly along with regular film showings.

Hinting that the jurisdictional dispute might spread eventually to the Palace Theatre and other Broadway theatres which have stage shows in addition to film, Petrillo said he is determined to force the AGVA to return the $50 assessment. The Regent has been unable to provide vaudeville during the past 16 weeks in consequence of the jurisdictional dispute, since it is customary for musicians to "act" in vaudeville.

Hosts to 'Kiss' Players

PHILADELPHIA, Aug. 31.—Silas F. Seadler, M-G-M advertising manager, in charge of all advertising, publicity and exploitation during the absence in Europe of Howard Dietz, and Charles Reagan of the home office sales department, have arrived here to attend the luncheon tomorrow to be given by the city and the Chamber of Commerce at the Warwick Hotel in honor of Kathryn Grayson and Mario Lanza, stars of "That Midnight Kiss," which will have its premiere at the Boyd Theatre on Friday.

Review

"Jiggs and Maggie in Jackpot Jitters"

Hollywood, Aug. 31

(Monogram)

THE George McManus comic strip serves as the basis for another in producer Barney Gerard's comedy series and this latest surpasses all of its predecessors in laugh entertainment. It moves at a faster clip, has more and better cartoon-type gags and the attention it gives to radio giveaways is both amusing and, exploitation-wise, valuable. Joe Yule and Renie Riano again appear as Jiggs and Maggie.

As in previous instances, only more so, the screenplay by the director and Eddie Cline goes back to the outright slapstick of the Sennett-Chaplin-Lloyd-Keaton era for basic style, superimposing the mechanical artifices and dialogue tricks which developed later. Probably the best sequence is the one in which Maggie and Jiggs abstractedly ignore a phone call from a radio quiz-master eager to give them $38,260.32 if they can answer a trick question, which Maggie finally and accidentally answers correctly. And the next best doubtless is the one in which, present as guests at a television-and-radio broadcast, they review the parade of gifts they have won, which are wheeled in by Jiggs' buddies from Dinty Moore's, who run through a series of knockabout stunts that have been funny for 30 years or so and still are. Later on the picture gets into a horse-racing phase which has its own and different but always laughable characteristics, and the whole thing ends with a short, swift gag.

William Beaudine directed with a rare sense of timing for laughs. Others in the cast are Walter McCarty, Tim Ryan, June Harrison, Pat Goldin, Joel Marston and Betty Blythe.

Running time, 67 minutes. General audience classification. Release date, not set.

RKO 6-Month Net

(Continued from page 1)

S. Buttterfield Theatres for close to $1,450,000.

In the second quarter of 1948, RKO earned $556,536, this including $2,266 on the sale of capital assets.

Profit from operations before provision for estimated income taxes and excluding the profit on the sale of capital assets for the 26 weeks ended July 2, 1949, amounted to $1,856,552, against $3,197,226 for the 26 weeks ended July 3, 1948, this also before provision for taxes, and excluding profit on the sale of capital assets of $4,637.

Trust Suit Appeal

(Continued from page 1)

after a jury verdict included that firm, but the higher court set that decision aside. The suit originally sought $300,000 damages and named 12 defendants. The jury voted a no cause of action against five defendants and others previously were removed by the court. Bordanaro Brothers sued as operators of the Palace Theatre in Olean, alleging that a conspiracy prevented them from obtaining pictures for exhibition on an equal basis with the Warner-operated Haven Theatre.

N. Y. Bldg. Code Data Due at Year's End

The advisory committee to the New York City Council's committee on buildings, formed last spring to recommend building code changes that would allow more latitude in construction of theatres here, is expected to have its recommendations completed around Jan. 1. The advisory group, whose recommendations would, it is understood, encourage erection of new theatres in the city, has been meeting every fortnight.

Proposals under discussion which would necessitate changes in the code include building theatre auditoriums on upper floors and leaving street level space available for stores. This would increase rental returns to the building.

ABC, FCC Suit

(Continued from page 1)

consistent with established judicial interpretation and that the Commission has gone beyond the limits of the power which Congress gave it. The FCC declared that, effective Oct. 1, an application for a construction permit, license or renewal of license for a broadcasting station will not be granted where the applicant proposes to follow or continue to follow a policy of featuring on its programs any gift enterprises "dependent in whole or in part upon lot or chance."

The FCC's action was "arbitrary, capricious and an abuse of discretion," ABC charges.

Columbia Broadcasting has announced it also intends to take court action against the Commission.

'Collarites' Ask for Ten Per Cent Raise

Universal, United World and Castle Films yesterday received from the IATSE Motion Picture Home Office Employes Local No. H-63, proposals for a new contract for their several hundred "white collarites," a demand for a 10 per cent general pay increase being included.

Negotiations with those companies, as well as with Warners, Pathe Laboratories, Ace Laboratory, Loew's Robbins Music Co., and Warners' Music Publishers are now scheduled to get underway next week. The local's bid for a 10 per cent salary hike will apply also to the other companies. Contracts expire today, but, according to Russell Moss, H-63 executive vice-president, he has secured from the companies involved an agreement that the pacts will be continued in force from week to week until new ones are signed. Approximately 1,100 "collarites" are involved.

To Make 12 in 16mm.

HOLLYWOOD, Aug. 31.—Arthur Dreifuss, producer of "There's a Girl in My Heart" for Allied Artists, will return to Denver where his new company, Sandre Films, will film 12 children's stories in 16mm. and in color.

Hollywood

Hollywood, Aug. 31

WILLIAM A. WELLMAN has signed an M-G-M contract covering one picture annually for the next three years . . . Norma Productions (Burt Lancaster and Harold Hecht) has acquired the best-selling "Naked and Dead" for a Lancaster vehicle to be released by Warners. . . . Colin Miller and James Nasser have engaged Audience Research, Inc., to select the six most bobby-sox minded cities in the country for previews of their "A Kiss for Corliss."

●

Alex Gottlieb's first picture under his new long-term producer contract with RKO Radio is to be "Macao," a melodrama laid in Portugal. . . . Arthur Lubin has acquired "The Interruption," by W. W. Jacobs, for independent production. . . . Charles Barton will direct "Double Cross-Bones" for U-I. . . . Paramount has purchased Robert Riskin's "You Belong to Me," which the latter had planned for independent production.

●

Robert Siodmak is to direct "Deported" for U-I. . . . William Beaudine will direct Lippert Productions' "Phantom Herd" for producer Carl K. Hittleman.

1,086 Film Houses

(Continued from page 1)

independent non-circuit theatres number 223. There are 18 drive-ins in the territory, which can accommodate 11,890 cars and 10 airplanes. Total seating capacity of all non-drive-in theatres was listed at 1,244,145—the 863 circuit theatres accommodating 1,063,784 and the 223 independent non-circuit theatres seating 180,361.

Louis Nizer, attorney and executive secretary of the Board explains in a foreword to the guide that the directory contains in alphabetical order a list of all theatres in the Metropolitan New York area which is composed of New York City, Long Island, New York State south of Kingston and Northern New Jersey above Trenton.

Seating capacity, telephone number, zone number, name of the owner of each theatre and the population of each town are listed. There is also a separate index of theatre circuits and their properties with similar information.

There are 46 circuits in the territory, as follows: Aldon, Associated, Brenner, Brandt, Brecher, Brown, Century, Cinema, Consolidated, Cocalis, Combined Bronx, Endicott, Fabian, Gotham, Harris, Harden, Hecht, Hildinger, Interboro, Independent, Island, Joelson, Kallet, Kutcher-Cohen, Lane, Loew's, Moscato, Moses, Moss, Newberry, Newsreel Theatres, Paramount, Prudential, RKO, Randforce, Rapf-Ruden, Reade, Rosenblatt-Welt, Rugoff-Becker. Stiefel, Skouras, Snaper, St. Cloud, Trans-Lux, Trenton-New Brunswick and Warners.

New Mexican Censor

MEXICO CITY, Aug. 31.—President Miguel Aleman has appointed Guillermo Jimenez, noted author, head of the federal film censorship board. He succeeds Antonio Castro Leal.

SEPTEMBER IS WORLD

THE SEASON'S OUTSTAN

These Top Houses in Ke

SAENGER, NEW ORLEANS • MAYFAIR, NEW YORK • DENVER, DENVE
PARAMOUNT, NEW HAVEN • FULTON, PITTSBURGH • STATE, CLEVELAN
INDIANA, INDIANAPOLIS • WARNER, MILWAUKEE • UPTOWN, KANSAS CIT
ROOSEVELT, DES MOINES • MISSOURI, ST. LOUIS • WARNER, WASHI
MALCO, MEMPHIS • MAJESTIC, DALLAS • MAJESTIC, HOUSTON • MAJESTIC, SAN
BROADWAY, PORTLAND, ORE. • FOX, SAN FRANCISCO • PARAMOUNT, LOS A

JOHN WAYN

THE FIGHTING

co-starring **VERA RALSTON • PHILIP DORN • O**

HUGO HAAS • GRANT WITHERS • ODETTE MYRT

Written and Directed by **GEORGE WAGGNER • A JO**

PREMIERE MONTH FOR

NG BOX OFFICE PICTURE!

ities Already Dated!

NTON, PHILADELPHIA • PARAMOUNT, BOSTON • FENWAY, BOSTON
ACE, CINCINNATI • PALMS STATE, DETROIT • STATE LAKE, CHICAGO
ER, KANSAS CITY • FAIRWAY, KANSAS CITY • DES MOINES, DES MOINES
• MAYFAIR, BALTIMORE • FOX, ATLANTA • CAROLINA, CHARLOTTE
• MIDWEST, OKLAHOMA CITY • PARAMOUNT, SEATTLE • LYRIC, SALT LAKE CITY
• PARAMOUNT, HOLLYWOOD • 20th CENTURY, BUFFALO • ORPHEUM, TULSA

Rougher..Tougher and
More Romantic than ever in

KENTUCKIAN

ER HARDY featuring **MARIE WINDSOR • JOHN HOWARD**

L FIX • Music by George Antheil • Director of Photography — Lee Garmes, A.S.C.

YNE PRODUCTION • A REPUBLIC PICTURE

Estimates of Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY, *correspondents. Estimates omit admission tax.*

BOSTON

The weather remains warm with temperatures in the eighties. Department stores are now open on Saturdays which should help grosses, bringing many persons into the downtown area. Estimated receipts for the week ending Aug. 31:

COLONEL BLIMP (UA-Rank) — EXETER (1,373) (40c-80c). Gross: $3,000 4 days. (Average: $5,000)

COME TO THE STABLE (20th-Fox) and MAKE MINE LAUGHS (RKO Radio) -- RKO - MEMORIAL (3,500) (40c-80c). Gross: $4,000 1 day.

THE GREAT GATSBY (Para.) and SKYLINER (SG) — METROPOLITAN (4,367) (40c-80c). Gross: $26,000. (Average: $27,000)

THE GREAT SINNER (M-G-M) and DEVIL'S HENCHMEN (Col.)—STATE (3,500) (40c-80c). Gross: 17,500. (Average: $12,000)

IT'S A GREAT FEELING (WB) and HOUSE ACROSS THE STREET (WB)—PARAMOUNT (1,700) (40c-80c). Gross: $18,000 7 days. (Average: $17,000)

IT'S A GREAT FEELING (WB) and HOUSE ACROSS THE STREET (WB)—FENWAY (1,373) (40c-80c). Gross: $6,500. (Average: $5,000).

LOST BOUNDARIES (FC) — ASTOR (1,373) (40c-80c). Gross: $7,000. (6 days).

LOOK FOR THE SILVER LINING (WB) and ONE LAST FLING (WB)—PILGRIM (1,500) (40c-80c). Gross: $8,500.

NOT WANTED (FC) — MAYFLOWER (700) (40c-80c). Gross: $5,000.

ONCE UPON A DREAM (E-L-Rank) and MAN ABOUT THE HOUSE (20th-Fox)—EXETER (1,373) (40c-80c). Gross: $1,750. (3 days).

RED SHOES (E-L-Rank) — MAJESTIC (90c-$2.40). Gross: $3,500.

SLATTERY'S HURRICANE (20th-Fox) and WOMAN HATER (U-I-Rank)—RKO-MEMORIAL (3,000) (40c-80c). Gross: $18,500. (6 days). (Average: $22,000).

THE GREAT SINNER (M-G-M) and DEVIL'S HENCHMEN (Col.)—ORPHEUM (3,000) (40c-80c). Gross: $28,500. 7 days. (Average: $27,000).

THE GREEN PROMISE (RKO Radio)—RKO BOSTON (3,000) (50c-90c-). Gross: $27,500. Plus eight acts of vaudeville.

ROSEANNA McCOY (RKO Radio) — ASTOR (1,373) (40c-80c). Gross: $1,500. 1 day.

TORONTO

Six holdovers featured the week in Toronto despite the competition of the big Canadian National Exhibition which is expected to draw an attendance of well over 2,000,000 in its 14 days. Among the extended runs were "Sorrowful Jones," Anna Lucasta," "Mighty Joe Young" and "Passport to Pimlico." Among the new attractions, "Black Magic," at Loew's, appeared to be top grosser. Estimated receipts for the week ending Sept. 1:

ANNA LUCASTA (Col.) — UNIVERSITY (1,556) (20c-40c-50c-70c) 6 days, 2nd week. Gross: $6,000. (Average: $7,500).

ANNA LUCASTA (Col.) — EGLINTON (1,086) (20c-40c-50c-70c) 6 days, 2nd week. Gross: $5,500. (Average: $6,500).

THE BIG STEAL (RKO Radio)—SHEA'S (2,480) (20c-40c-50c-70c-80c) 6 days. Gross: $14,000. (Average: $13,500).

THE BIG STEAL (RKO Radio)—CAPITOL (1,100) (20c-40c-50c-75c) 6 days. Gross: $5,800. (Average: $5,500).

THE BIG STEAL (RKO Radio)—NORTOWN (950) (20c-40c-50c-70c) 6 days. Gross: $4,700. (Average: $4,500).

BLACK MAGIC (UA)—LOEW'S (2,074) (20c-40c-50c-70c) 6 days. Gross: $15,500. (Average: $14,200).

MIGHTY JOE YOUNG (RKO Radio)—IMPERIAL (3,343) (20c-40c-50c-70c-80c) 6 days, 2nd week. Gross: $13,600 (Average: $14,600).

NOT WANTED (FC)—BILTMORE (938) (15c-30c-36c-55c) 6 days, 2nd week. Gross: $4,000. (Average: $4,000).

ONCE MORE, MY DARLING (U-I)—UPTOWN (2,761) (20c-40c-50c-75c) 6 days. Gross: $10,500. (Average: $9,500).

PASSPORT TO PIMLICO (E-L) — ODEON-TORONTO (2,319) (20c-35c-50c-60c-70c-80c-$1.20) 6 days, 2nd week. Gross: $12,000. (Average: $13,500).

SAICON (Para.) and RED STALLION IN THE ROCKIES (E-L) — DANFORTH (1,400) (20c-36c-50c-60c) 6 days. Gross: $4,700. (Average: $5,000).

SAIGON (Para.) and RED STALLION IN THE ROCKIES (E-L)—HUMBER (1,200) (20c-36c-50c-60c) 6 days. Gross: $3,600. (Average: $4,000).

SAICON (Para.) and RED STALLION IN THE ROCKIES (E-L)—HYLAND (1,450) (20c-36c-50c-60c) 6 days. Gross: $4,700. (Average: $5,200).

SORROWFUL JONES (Para.) and THE JUDGE (FC)—TIVOLI (1,434) 20c-36c-45c-60c) 6 days, 2nd week. Gross: $5,000. (Average: $6,000).

CINCINNATI

Current returns, although leaving much to be desired, are a shade better than the previous week, with a few releases registering plus average. Rain prevailed at the weekend. Estimated receipts for the week ending Aug. 30-Sept. 2:

BLACK MAGIC (UA) — RKO LYRIC (1,400) (50c-55c-60c-65c-70c-75c) Dualed with **SO THIS IS NEW YORK (UA)** 4 days, 2nd week, on a moveover from the Palace.

NOT WANTED (FC) — RKO LYRIC — (1,400) (50c-55c-60c-65c-70c-75c) 3 days, 2nd week, on a moveover from the Grand. Combined gross: $5,000. (Average for 7 days: $5,000).

THE DOOLINS OF OKLAHOMA (Col.)—RKO GRAND (1,500) (50c-55c-60c-65c-70c-75c). Gross: $8,000. (Average: $8,000).

IT'S A WONDERFUL FEELING (WB)—RKO PALACE (2,700) (50c-55c-60c-65c-70c-75c). Gross: $12,000. (Average: $13,000).

THE LUCKY STIFF (UA)—RKO ALBEE (3,300) (55c-85c). On stage: 8 acts of vaudeville. Gross: $26,000. (Average: $25,000).

MADAME BOVARY (M-G-M) — RKO CAPITOL (2,700) (50c-55c-60c-65c-70c-75c). Gross: $14,000. (Average: $10,000).

ROSEANNA McCOY (RKO-Radio)—RKO SHUBERT (2,150) (50c-55c-60c-65c-70c-75c). 2nd week, on a moveover from the Albee. Gross: $7,100. (Average: $5,000).

YES SIR, THAT'S MY BABY (U-I)—KEITH'S (1,500) (50c-55c-60c-65c-75c). Gross: $11,000. (Average: $7,500).

BALTIMORE

Gains that were scored last week seem to be holding on and managers of first-run, downtown theatres are in a somewhat cheerful mood. One or two holdovers may show a slight slump but newcomers like "The Great Sinner" are drawing capacity crowds. Estimated receipts for the week ending Sept. 1:

BLACK MAGIC (UA) — VALENCIA (1,446) (25c-40c-50c-54c) 2nd week. Gross: $7,750. (Average: $4,750)

BRIMSTONE (Rep.)—MAYFAIR (1,000) (21c-29c-54c). Gross: $4,000. (Average: $4,000)

THE GREAT SINNER (M-G-M)—CENTURY (3,000) (25c-40c-50c-54c). Gross: $16,000. (Average: $12,000)

HOME OF THE BRAVE (UA)—KEITH'S (2,204) (29c-40c-50c-54c) 2nd week. Gross: $9,500. (Average: $11,000)

IT'S A GREAT FEELING (WB)—STANLEY (3,280) (29c-37c-50c-58c) 2nd week. Gross: $11,750. (Average: $12,000)

LA TRAVIATA (Col.) — LITTLE (328) (29c-37-58c). Gross: $3,500. (Average: $2,750)

MAKE-BELIEVE BALLROOM (Col.)—HIPPODROME (2,404) (29c-37c-56c-58c) With a vaudeville show. Gross: $18,500. (Average: $17,750).

MR. SOFT TOUCH (Col.)—TOWN (1,450) (29c-37c-50c-54c). Gross: $9,500. (Average: $9,750)

SLATTERY'S HURRICANE (20th-Fox)—NEW (1,800) (29c-37c-50c-54c) 2nd week. Gross: $8,500. (Average: $10,000)

ATLANTA

Business at local theatres just about average. Weather is hot and rainy. Estimated receipts for the week ending Aug. 31:

THE BIG CAT (E-L) and THE SCAR (E-L) — ROXY (2,446) (17c-54c). Gross: $8,000. (Average: $8,000)

BLACK MAGIC (U-A) — LOEW'S GRAND (2,446) (17c-54c). Gross: $12,000' (Average: $12,000)

THE GIRL FROM JONES BEACH (WB)—FOX (2,446) (17c-54c). Gross: $9,000. (Average: $8,000)

IT'S A GREAT FEELING (WB)—FOX (4,446) (17c-54c). Gross: $12,500. (Average: $12,000)

BUFFALO

"You're My Everything" at the Paramount and "The Great Sinner" at the Buffalo did outsanding business, aided by a cool, rainy weekend, which helped business all around. Two productions were shown for a third stanza, "Look for the Silver Lining," at the Hippodrome, now the Center Theatre and "In the Good Old Summertime," at the Teck. "Once More My Darling" at the Lafayette turned in an excellent week and "Make Mine Laughs" and "Savage Splendor" at the 20th Century did fair. Estimated receipts for the week ending Sept.1-2:

GREAT SINNER (M-G-M)—BUFFALO (3,489) (40c-50c-65c70c). Gross: $17,200. (Average: $13,500). Business here is helped by "Dr. I. Q" in person each Friday night.

IN THE GOOD OLD SUMMERTIME (M-G-M) — TECK (1,500) (40c-50c-65c-70c). 3rd week. Gross: $3,900. (Average, 3rd week: $3,000).

LOOK FOR THE SILVER LINING (WB)—HIPPODROME (2,100) (40c-50c-65c-70c). 3rd week. Gross: $5,200. (Average: 3rd week, $5,000).

MAKE MINE LAUGHS (RKO Radio) and SAVAGE SPLENDOR (RKO Radio)—20TH CENTURY (3,000) (40c-50c-65c-70c). Gross: $8,500. (Average: $8,500).

ONCE MORE, MY DARLING (U-I)—LAFAYETTE (3,000) (40c-50c-65c-70c). Gross: $15,200. (Average: $12,500).

YOU'RE MY EVERYTHING (20th-Fox)—PARAMOUNT (3,000) (40c-50c-65c-70c). Gross: $20,500. (Average: $13,500).

INDIANAPOLIS

A rainy weekend, combined with the city's annual exhibition "pro" football game between the Chicago Bears and New York Bulldogs, put a damper on most first-run attractions here this week. But "Hold That Baby," combined wth a Ray Acuff stage show, is doing spectacular business. Estimated receipts for the week ending Aug. 30-31:

HOLD THAT BABY (Mono.) — LYRIC (1,600) (50c-85c). With Roy Acuff show on stage. Gross: $18,000. (Average: $6,000, at the regular 44c-65c picture—only scale)

IT'S A GREAT FEELING (WB) and JOE PALOOKA IN COUNTER-PUNCH (Mono.)—CIRCLE (2,800) (44c-65c). Gross: $11,000. (Average: $10,000)

THE GREAT GATSBY (Para.) and THE RUSTLERS (RKO Radio) — INDIANA (3,200) (44c-65c). Gross: $10,500. (Average: $12,000)

THE GREAT SINNER (M-G-M) and LAW OF THE BARBARY COAST (Col.)—LOEW'S (2,427) (44c-65c). Gross: $9,000. (Average: $11,000)

ROSEANNA McCOY (RKO Radio) and FOLLOW ME QUIETLY (RKO Radio)—KEITH'S (1,300) (44c-65c) On a moveover from the Circle. Gross: $3,500. (Average: $4,000)

Film Mexican Conquest

MEXICO CITY, Aug. 31.—The story of the conquest of Mexico will be filmed in English and Spanish in a production planned here by Miguel Contreras Torres. He is seeking the services of Maria Felix, leading actress, and will confer with Alexander Korda in London regarding the English version.

Some Film Ads Run Into Mayor's Barbs

Portland, Ore., Aug. 31.—Mayor Dorothy McCullough Lee considers advertisements run by some local theatres to be "quite objectionable" and she is going to ask the municipal board of review to look into the matter.

The mayor commented that frequently the motion picture which is promoted by objectionable advertising is not objectionable at all. "Perhaps this disparity between the advertising and the picture is something of a fraud upon the customer," she said. "If he goes to the theatre expecting to see what the ads suggest, in most cases he'll be disappointed."

U. K. Distributors Worried by 16mm.

LONDON, Aug. 31.—Distributors are becoming increasingly concerned over the rise in 16mm. shows promoted by local authorities and other groups. An influential group in the Kinematograph Renters' Society, including several American representatives, is not disposed to take action, however. They feel it would be a tactical error to argue with local authorities when the latter claim such showings are concerned only with the cultural well-being of their constituents.

However, Frank Hill, secretary of the KRS, is pursuing the matter. Following a closed meeting, the KRS appointed a committee to "examine and report" on the development. The probability is nothing will come of it.

Marty Kramer Heads Hallmark on Coast

WILMINGTON, O., Aug. 31.—Marty Kramer, who formerly had his own agency in Hollywood, has been appointed West Coast manager for Hallmark Productions to handle sales.

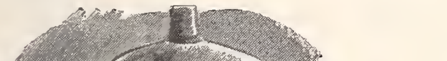
Hallmark is expanding its staff handling its religious film, "Prince of Peace," with Henry Boeckmann, Cincinnati; Albert Crowder, Fordyce, Ark.; Dick Gilger, Columbus, O.; Joe Schmuck, Boston, and Ed Gadiner, Kansas City, appointed agents. The company plans to have 25 units operating by mid-September.

Hail Results of 35th Anniversary

ALBANY, Aug. 31.—The curtain rang down tonight on Fabian Theatres 35th annnversary celebration with circuit officials in the Albany area hailing the results, business and publicity-wise. Large audiences were present last night at the Palace and Leland for the automobile giveaway, last in the series. Giveaway promotion was also successful in Troy and Schenectady, Fabian officials said.

Epstein Now on His Own

MEXICO CITY, Aug. 31.—"The Bat," the new German picture filmed in Agfacolor, has been contracted for Mexico by Deksa, S.A., distribution and theatre equipment firm headed by Jacob Epstein.



She keeps the romance running smoothly...

THE spell of this picture's song and story might suddenly be broken . . . but for film row's "first lady," the exchange inspectress.

With unrelenting vigilance, she has inspected every inch of film before each booking...checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

"Nothing has ever thrilled me as much as ***JOLSON SINGS AGAIN.*** *I decided to abandon our 19-year vaudeville policy, so as to get the maximum turnover for this engagement."*

—I. M. Rappaport

Jolson Sings Again has its Southern Premiere at the Hippodrome Theatre, Baltimore, today. It is also in extended runs at Loew's State Theatre, New York, and the Woods Theatre, Chicago.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 45 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 2, 1949 TEN CENTS

2-in-a-Booth Despite Safety Film: Walsh

Says Acetate Will Not Alter IATSE's Policy

Full-scale conversion from nitrate to acetate safety-film stock will in no way alter the IATSE's insistence upon the maintenance of minimum two-man projection booth teams, "IA" international president Richard F. Walsh declares.

Policy of two projectionists in a booth was innovated many years ago as a means of reducing the fire hazard accompanying the use of nitrate film, but mainly to provide work for "IA" projectionists. Since the introduction of acetate safety-film, however, exhibitors are said to be looking forward to the cost-saving which could go with the elimination of one or more boothmen from their payrolls.

Walsh takes the position that "the fire hazard is not the only reason why

(*Continued on page 3*)

Newark Operators Vote 'IA' Control

The projectionists of Newark, N. J., have voted for continued "IA" control of their union, Local No. 244, "IA" reported here yesterday.

The alternative, offered by "IA" international president Richard F. Walsh, would have returned local autonomy to the Newark operators provided they agreed to a proposition including eight conditions "designed to assure democratic conduct of the union's activities and fair treatment of all its members."

In yesterday's balloting, 54 members favored continued operation by the "IA," while 51 voted for local

(*Continued on page 3*)

Toler to Represent QP in the Midwest

Harry Toler, well known in the field of theatre equipment advertising for many years, has been appointed publisher's representative for Quigley Publications in the Midwest. His headquarters will be at 225 North Michigan Avenue, Chicago.

Toler entered the theatre equipment field as a dealer, later becoming advertising manager of National Theatre

(*Continued on page 3*)

Uncertainty Faces Anti-Quota Trade Act Amendment

WASHINGTON, Sept. 1.—With extension of the Reciprocal Trade Agreements Act scheduled to come up finally on the Senate floor next Wednesday, when the Senate returns from a long Labor Day weekend, Senator Knowland (R., Cal.) now says he is not sure whether he will press his amendment to strike out against Britain and other countries discriminating against American films and other U. S. products.

The Knowland amendment, now pending before the Senate, would direct the President to end tariff concessions for any country which acts in a discriminatory fashion against U. S.

(*Continued on page 3*)

Dickson Co-ordinator Of TOA Convention

Dick Dickson, California showman, has been appointed executive co-ordinator of all Theatre Owners of America convention activities, Charles P. Skouras, convention chairman, yesterday, from Los Angeles, informed Gael Sullivan, executive director of the TOA here.

With time growing short before the Los Angeles conclave, Sept. 12-15, Dickson will head a special executive group to immediately tie together all convention activities and unify all of the various committee plans for the meeting. He will work in association with Thornton Sargent, TOA convention executive assistant to Skouras. Dickson is Southern California division manager for Fox West Coast.

Warner Accepts Bids Of N. England Runs

Boston, Sept. 1.—Warner Brothers has reversed its position in New England on competitive bidding. Previously it refused all requests for competitive bidding, and continued to serve old accounts. Now it is allowing all competitive theatres to bid for product when requested by those theatres.

Rhoden Sees Large Drive-In Expansion

KANSAS CITY, Sept. 1.—Elmer Rhoden, head of Fox-Midwest, speaking at the 20th anniversary convention of the circuit looked into the next 20 years, pointing to possible developments.

Among these, he said, was the prospect that many smaller houses will be closed in the summertime and that drive-ins will serve the public of these communities; and that if and when it is possible for affiliated circuits such as Fox-Midwest to go into the drive-in business, application would be made to permit such building and operation.

Another prospect, possibly several years in the future, he said, is for television in theatres, which, he added, appears to be the only prospective profitable operation for television.

Still another prospect mentioned by Rhoden was the emphasis on honest advertising to build attendance and permanent goodwill.

Higher costs of production and film

(*Continued on page 3*)

Reade Testing Credit Plan for His Theatres

In an industry traditionally a cash business, Walter Reade, head of Walter Reade Theatres, announced here yesterday institution of a credit system for a test at his Woodbridge Drive-in Theatre in Woodbridge, N. J.

"For the first time anywhere in the U. S., film patrons can run up a charge account—as they do with the butcher, grocer or department store—and pay when they have the cash," explained a statement from the Reade office.

The King brothers in Hollywood first proposed the credit plan several weeks ago, to bolster box-offices.

If the credit plan meets expectations at Woodbridge, it will be extended to other Reade regular and drive-in theatres in areas where economic conditions make it a service to patrons, Reade said.

He stated that the new system will be based on trust. Credit books will be given to anyone showing a Social Security card and a driver's or car owner's license for identification. No checkups, co-signers or charges will be asked. Nor will patrons be billed; they will be trusted to pay what they owe within a reasonable time.

The Reade organization will advance the 20 per cent Federal tax on each "charge it" admission. Books containing 40 exchange tickets will be given to anyone asking for credit.

The Reade organization operates some 40 conventional theatres in New York and New Jersey, and will build 27 drive-ins within the next few years.

Hear Fate of 'PR' Plan at Capital Meet

Depinet Group Convenes Early in November

The conference committee of the Motion Picture Industry which emerged as the continuing link between the groups represented at the Chicago public relations meeting and the establishment of a permanent organization to implement the decisions reached there, will meet in Washington early in November, it was announced here yesterday by Ned E. Depinet, chairman of the committee.

At that time, the committee will receive reports from the constituent groups advising whether their respective boards of directors have approved the resolutions adopted at the Chicago conclave, held last Tuesday and Wednesday. Unanimity of approval will give

(*Continued on page 3*)

Midwest Will See Theatre Television

CAMDEN, Sept. 1.—The first Midwest demonstration of RCA's theatre television equipment will be a feature of the annual joint convention of the Theatre Equipment and Supply Manufacturers' and the Theatre Equipment Dealers' associations, to be held in the Hotel Stevens, Chicago, Sept. 26-28.

This equipment, projecting 15-by-

(*Continued on page 3*)

Colosseum Talks to Be Held in Denver

Denver was indicated here yesterday as the site for opening the negotiations slated to begin on Sept. 7 between representatives of the Colosseum of Motion Picture Salesmen of America and film distributors.

Charles O'Brien of Loew's, who

(*Continued on page 3*)

No Paper Monday

***Motion Picture Daily* will not be published on Monday, Labor Day, a legal holiday.**

Personal Mention

GAEL SULLIVAN, TOA executive director; HERMAN M. LEVY, general counsel; and ALBERT PICKUS, director and regional vice-president, left Chicago for Los Angeles yesterday.

•

HARRY STERN, Los Angeles; FRED SCHAUMBERG, Baltimore; MR. and MRS. ED CLAUGHTON, Miami; IRVING M. and J. FARBER, Boston; AL SHERMAN and SAM WHEELER, Washington, were visitors yesterday at the New York Variety Club.

•

JACK MILLER, manager of the United Artists Theatre, San Francisco, will leave there today for a two-week vacation at Los Angeles and Del Mar.

•

WILLIAM CROUCH, executive of special Purpose Films, and MRS. CROUCH are the parents of a third child, RAND WILLIAM, born in White Plains Hospital.

•

GEORGE DAUENHEIMER, Paramount short subject statistician, will leave for Cleveland today to participate in the National Air Races, Sept. 3-5.

•

PAUL RAIBOURN, Paramount vice-president, is due back in New York tomorrow from London.

•

CHARLES M. REAGAN, M-G-M home office sales executive, has returned here from Philadelphia.

•

SUE RONCONI, Screen Publicists Guild secretary, has been married to WILLIAM ROBBINS.

Para. Honors Morgan On 35th Anniversary

Barney Balaban, Adolph Zukor, Y. Frank Freeman and a score of other Paramount executives, with 70 others, gathered at Sardi's Restaurant here yesterday for a luncheon celebration of short subject sales manager Oscar Morgan's 35th anniversary with the company. Morgan received verbal tributes from Balaban, Zukor, Eastern production chief Russell Holman, distribution vice-president A. W. Schwalberg and others, as well as material mementoes of the occasion. The week of Oct. 2 was designated as "Oscar Morgan Week," at all Paramount branches.

Towers, Pincus Confer

Harry Allen Towers, of Towers of London, Ltd., is here conferring with Arthur Pincus, Loew's International assistant director of publicity, on a series of British radio shows on M-G-M product.

Reopen Damaged Theatre

SALT LAKE CITY, Sept. 1.—The Capitol Theatre, which was damaged by fire on July 4, will reopen tomorrow with "Mighty Joe Young." A pre-opening reception was held today for film and press men.

Insider's Outlook

By RED KANN

Chicago, Sept. 1

NOV. 1 is the deadline. In 60 days, the fate of the all-industry public relations program, developed with such remarkable celerity in Chicago, will be sealed.

It is difficult, and in fact it approaches the incredible, to imagine that there can be any other outcome but an affirmative one.

The constituent groups which met were not cloaked with final authority. Everyone knew that. In particular, Allied has a national convention coming up in Milwaukee next month and, anyway, Abram F. Myers openly declared his delegation was limited in authority. Theatre Owners of America are about to go into their convention in Los Angeles. It was patently impossible for either to make a firm commitment in the light of what impends, nor did anyone seek it, although little doubt prevails about TOA.

■

But the shape of things as they developed here makes the conclusion almost foregone that a permanent organization rising in affirmative defense of the industry will spring into being.

Enough top-level support from major companies is in the bag already. In one of his rare appearances at industry conferences, Nicholas M. Schenck placed Loew's firmly in the column. Spyros P. Skouras made a post-midnight flight from New York to take similar action. If Barney Balaban's in-bound boat from Europe had not been delayed, he would have been here as well. But through Austin Keough, he wished the conference well and enrolled Paramount. Nate J. Blumberg, by wire, indicated where Universal-International stood. Herbert J. Yates unqualifiedly pledged Republic. And the fact that Ned E. Depinet, whose chairmanship was so admirably conducted, has been a key figure in the move from its inception, must be construed as an obvious indication that RKO Radio is in the count.

Their aggregate influence will be tremendous. Other groups may have to seek approval, but all question is now removed about these.

■

The final report of the planning committee took the view there will be no mandate to proceed along permanent lines unless there is "unanimous approval by the constituent groups of the actions taken here." This is desirable. But a whole-sweep approach which need not necessarily prevail.

Of course, there must be a clear majority. But a clear majority ought to be enough. The broad program worked up need not go into the discard merely because complete unanimity is not achieved. If for some reason, some group determines to withdraw, it would be a matter of deep regret. But, at this juncture at least, this appears to constitute no reason to jettison an agenda of such great merit which most, if perhaps not all, would want to see implemented.

■

The conference left a trail of wide enthusiasm. Yet it marked only a start. There are many problems facing a permanent organization. While the objectives at the top level are clear in outline, there are individual opinions which will have to be consolidated on given issues. There is the inescapably vital matter of financing, the techniques of operation, the tremendous task of re-conditioning a whole industry's thinking internally so that the external benefits finally may become manifest. There is the matter of manpower sufficiently released from other duties to execute the program.

The job is a staggering one, but the potential results well warrant the effort. Chicago, therefore, may be said to have marked an arrestingly significant beginning of what can be an historic turn upward in the affairs of this industry.

Segal Joins Paramount

Maurice Segal has joined Paramount's press book department here. He was formerly with 20th Century-Fox and Century Theatres.

Rosener Adds Another

LOS ANGELES, Sept. 1.—Herbert Rosener announced today that he is adding a new theatre, to be known as the Park, to his circuit here.

Luncheon in S. F.

SAN FRANCISCO, Sept. 1.—James O'Neal, chief barker of Variety Club here, was host at a farewell luncheon today for Phil Harris, formerly with Universal exchange here, who is leaving for Visalia to manage the Grand Theatre, and Stan Leftcourt, who is being transferred from Film Classics' Los Angeles branch to take over the city salesman job here on Sept. 12.

Six in Technicolor Are Set at M-G-M

HOLLYWOOD, Sept. 1.—M-G-M has six Technicolor pictures in work or projected. Four are musicals, one a comedy and the last an outdoor subject.

"Nancy Goes to Rio" will start tomorrow as a Joe Pasternak production. "Annie Get Your Gun" is in the final stages of preparation again now that Betty Hutton will take over the part previously slated for Judy Garland. "Summer Stock" and "Duchess of Idaho" are being primed to start within the next month. These are the musicals.

"You're Only Young Twice," Carey Wilson production for which exteriors will be shot in Lawrenceville, N. J., shortly after Labor Day, is the comedy, based on Owen Johnson's stories. Finally, there is "The Outriders," for which exteriors are now being photographed at Kanab, Utah.

$15,000 for Marx Films

Paramount's two Marx Brothers re-issues, "Animal Crackers" and "Duck Soup," will complete their first week at the Gotham Theatre here by chalking up a gross of $15,000, it is understood. The pair will be held for an extended run.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Judy GARLAND - Van JOHNSON
"IN THE GOOD OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BING CROSBY · ANN BLYTH
BARRY FITZGERALD · HUME CRONYN
in
Top O' the Morning
PARAMOUNT TIMES SQUARE
in Person
CARMEN CAVALLARO AND HIS ORCHESTRA
plus GARY MORTON
THE VANDERBILT BOYS
Extra
THE DE MARCO SISTERS
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG
Celeste HOLM
"Come TO THE STABLE"
20th Century-Fox
NOW! Rivoli
B'WAY & 49 ST.

CARY GRANT - ANN SHERIDAN
"I WAS A MALE WAR BRIDE"
A 20th Century-Fox Picture
On Variety Stage— JACK HALEY MARTHA STEWART
On Ice Stage— "HAWAIIAN NIGHTS"
Starring JOAN HYLDOFT and ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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Films Up at White House Youth Confab

WASHINGTON, Sept. 1.—The impact of motion pictures on children and youngsters will be one of many topics studied at a forthcoming White House conference on children and youth.

President Truman announced the conference yesterday. It will be held next year under the auspices of the Federal Security Agency. Similar conferences have been held every 10 years since 1910.

The President will shortly identify the membership of a national committee of prominent citizens which will draw up plans for the conference. This committee probably will include one or more film industry representatives, and will meet here next month to work out an agenda.

One sub-committee will undoubtedly be appointed to line up support of the various information media for publicizing the conference. Then, at the conference itself, it is expected that a panel will discuss what films are best for the younger generation.

A. T. and T. Expands Television Coaxial

A new coaxial cable which will carry three more television channels between New York and Philadelphia, was placed in service yesterday by the long-lines department of American Telephone and Telegraph Co.

The new cable is equipped to provide two more channels from New York to Philadelphia and one more in the opposite direction. A total of five channels are now available to carry three programs in the Southbound direction and two Northbound.

In addition, the new cable will connect at Philadelphia with an already existing cable to form part of another link suppyling more video program facilities both South and West of the Quaker City. On the Philadelphia-Baltimore-Washington link another television channel will be added to carry programs to the Capital.

TOA Meet, ECA Trip On Johnston Agenda

WASHINGTON, Sept. 1.—Motion Picture Association of America president Eric Johnston, back here from the industry public relations parley in Chicago, will probably leave again for the West Coast the week-end after next.

Johnston is due to address the TOA convention in Los Angeles on Sept. 14, and MPAA officials said they thought he would go to Hollywood on Sept. 10 or 11. After his TOA speech, he will return to Washington, and then leave on his ECA mission to Europe on Sept. 17 or 18.

While in Washington next week, Johnston is expected to hold a press conference—his first in many months in the capital.

Kramer to Address 'Vets'

Stanley Kramer, currently producing "The Men," a film about paraplegic war veterans, has been designated principal speaker at the opening session of the fourth national conference of the Paralyzed Veterans of America, Sept. 7 at the New Yorker Hotel here.

2-in-a-Booth

(*Continued from page 1*)

we insist on the employment of at least two projectionists in each booth. There is the question of economics, which is important. Also, a booth may have two or three spotlights which must be serviced, film rewinding facilities may not be done inside the booth, and so on."

Walsh contends that "practically any exhibitor is anxious to get the best possible projection quality and that can be achieved only with the use of two men." He asserted that "certain emergencies are bound to arise which one man may find difficult to handle."

Walsh said reports from his operators indicate that safety film was not equal in quality to nitrate stock, that it tended to buckle, and that it is hard to patch. He further pointed out that even if personnel changes were considered by exhibitors, nothing could or would be done until every single print was on acetate. "It will take years until such a complete conversion becomes a reality," he said.

Newark Operators

(*Continued from page 1*)

operation under the eight safeguards proposed. The special election meeting was conducted by Walsh.

Under emergency powers granted to the "IA" president, the union took over control of Local 244 on Sept. 18, 1945, after several meetings had broken up in fist fights and a majority of the members had petitioned Walsh to step in, "IA" explained here yesterday. During the past four years, the local has been operated under the immediate supervision of international representative Thomas V. Green, whom Walsh appointed. Two international conventions, in 1946 and 1948, have voted that this emergency control be continued, upon recommendation of the "IA" general executive board.

Theatre Television

(*Continued from page 1*)

20-foot screen images direct from a TV picture tube, is a prototype of the first RCA commercial instantaneous theatre television equipment now in production at RCA's Camden plant and scheduled for installation in Fabian's Brooklyn Fox Theatre early next year.

The demonstration, scheduled for Wednesday, Sept. 28, in the hotel, will follow an address by S. H. Fabian, president of Fabian Theatres, on "Television in the Theatre."

Set SPG Meeting For Strike Talk

Screen Publicists Guild strike action against major companies will be discussed Tuesday at a special meeting of SPG's joint strategy committee here. It is expected that they will set a date for a membership vote on a strike.

Negotiating sessions with a Federal conciliator have reached an impasse and no future sessions have been set.

Vote Union Shop at RKO

By a vote of 311 to 177, the home office "white collar" employes of RKO Radio and the RKO Service Corp., have authorized the Screen Office and Professional Employes Guild (CIO) to negotiate for a union shop. Eighty-one employes declined to vote, it was reported.

Anti-Quota

(*Continued from page 1*)

imports. Knowland and a bloc of Senators had firm intentions of pushing the amendment several months ago, when reciprocal trade was first scheduled to come up on the Senate floor. That was at a time when Britain had announced its intention of cutting its film quota only from 45 per cent to 40 per cent.

The film industry was slated to be used as a prime example for the Knowland amendment.

Since then, however, British financial difficulties have been publicized, and Sen. Knowland said today that "the whole thing is in a state of flux."

Declaring that he is trying to get some last-minute information to help him make up his mind whether to call up his amendment, the Senator explained that "I may still decide to press it, but it's certainly not as sure as it once was."

Colosseum Talks

(*Continued from page 1*)

left here early this week for a vacation in the Adirondacks, is scheduled to meet Colosseum attorney David Beznor in Denver next Wednesday at which time the former will receive in behalf of 11 distributors the demands which have been drafted by the salesmen's union. Beznor will go to Denver from Milwaukee.

It is expected that the two will set a date and place for further meetings which would include other distributor representatives and the negotiating committee elected by the union's membership.

The union demands a 25 per cent general pay increase for the nation's 1,000 film salesmen and increases in expenses grants. The two-year contracts signed a year ago provide for reopening of negotiations at the end of the first year.

Toler Represents

(*Continued from page 1*)

Supply. From 1930 he operated his own advertising agency in Chicago, specializing in theatre equipment accounts, until turning to publication work in 1933 with the formation of *Modern Theatre* for Associated Publications. In 1948 he brought out his own publication, *Amusement Center*, but suspended it some 10 months later.

As representative of Quigley Publications, he will be concerned with the advertising of equipment, particularly in *Better Theatres* and *Theatre Sales*.

Moe Kreidel, Exhibitor

East Orange, N. J., Sept. 1.—Moe Kreidel, operator of the Palace, Pix and Beacon theatres here, died yesterday following a heart attack. Burial services will be in Temple B'Nai Jeshurum in Newark tomorrow. Surviving are the widow and two sons.

George Oliver Taylor, 67

SALT LAKE CITY, Sept. 1.—George Oliver Taylor, 67, veteran Broadway actor, died yesterday morning in Parowan, Utah, where he had been visiting his mother.

37½c Loew Dividend

Directors of Loew's, meeting here yesterday, declared a regular quarterly dividend of 37½ cents per share on the common stock, payable on Sept. 30 to stockholders of record on Sept. 13.

"P. R." Fate

(*Continued from page 1*)

the committee the green light to proceed with plans for a permanent organization and to carry out the plans mapped in Chicago.

The committee consists of William L. Ainsworth of national Allied; Max A. Cohen, ITOA; Leo Brecher, MMPTA; Ned E. Depinet, MPAA; Roy Brewer, MPIC; Rotus Harvey, PCCITO; Robert J. Rubin, SIMPP; Gael Sullivan, TOA, and Abel Green for trade press publishers. Francis S. Harmon is secretary of the committee.

In the meanwhile, members of the committee have unanimously agreed to hold themselves in readiness, individually, to assist when called upon the various exhibitor groups in every practicable way through talks or personal conferences in explaining the basic objectives of the all-industry setup.

Depinet and Harmon have accepted invitations to attend the TOA convention in Los Angeles next week at which Eric Johnston, MPAA president, is scheduled to speak.

Harmon will also address the Independent Theatre Owners of Arkansas on Sept. 22, and a day later will participate in ceremonies climaxing the Arkansas exhibitors' "Motion Picture Month" with an address before the Little Rock Chamber of Commerce. On Oct. 16, Harmon will speak at the PCCITO convention at the invitation of its chairman, Rotus Harvey.

TOA Expected to Be the First In Public Relations Program

CHICAGO, Sept. 1.—The Theatre Owners of America, with its 29 regional affiliates, is expected to be the first exhibitor association, and surely the first national exhibitor group, to declare its formal participation in the permanent all-industry public relations organization which was tentatively decided upon here during the Tuesday and Wednesday meetings attended by 14 organizations to set up machinery for improving public goodwill for the industry.

There appears to be no question about TOA's intention or about the ability of TOA leaders to swing its membership behind such a step. The move, in fact, is expected to be one of the very early developments at TOA's national convention in Los Angeles on Sept. 12-15.

Rhoden on Drive-ins

(*Continued from page 1*)

rentals, he said, will require either larger attendance or higher admissions and straightforward, efficient promotion of the high class pictures now being made available may solve the problem without higher admissions.

Jonas Rosenfield presented to the executives and managers of the circuit the "honest advertising approach" of Twentieth-Fox.

Nick Long, 43, Dancer

Nick Long, Jr., 43, dancer, died here Wednesday as a result of injuries suffered in an automobile accident. Among the films in which he danced are "Broadway Melody," "King of Burlesque" and "When Love Is Young."

James Harris, Suddenly

BOSTON, Sept. 1.—James Harris, manager at the Paramount office here, died at his desk today.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Aug. 7	THE LONE WOLF AND HIS LADY Ron Randoll June Vincent D-60 min. (Rev. 4/29/49)	(Aug. Releases) REIGN OF TERROR Robert Cummings Arlene Dahl D-89 min. (926) (Rev. 5/19/49)		RANGE JUSTICE Johnny Mack Brown O	THE GREAT GATSBY Alan Ladd Betty Field D-90 min. (4820) (Rev. 5/3/49)	THE RED MENACE Robt. Rockwell Hanne Axman D-87 min. (830) (Rev. 5/25/49)				(Aug. Release) THE BLUE LAGOON (Color) Jean Simmons Donald Houston D-101 min. (704) (Rev. 8/5/49)	
Aug. 14	ANNA LUCASTA Paulette Goddard Oscar Homolka Broderick Crawford (Rev. 7/7/49)	DOWN MEMORY LANE (variety show) DEDEE Simone Signoret D-90 min. (Rev. 5/19/49)	MADAME BOVARY Jennifer Jones Louis Jourdan D-115 min. (931) (Rev. 8/1/49)	JOE PALOOKA IN THE COUNTER PUNCH Joe Kirkwood D		BRIMSTONE Rod Cameron Adrian Booth O-90 min. (Rev. 8/25/49)		(Aug. Releases) SLATTERY'S HURRICANE Linda Darnell Richard Widmark D-83 min. (921) (Rev. 8/5/49)	BLACK MAGIC Orson Welles Nancy Guild D-103 (Rev. 8/18/49)	ABBOTT & COSTELLO MEET THE KILLER: BORIS KARLOFF C-84 min. (702) (Rev. 8/5/49)	IT'S A GREAT FEELING Dennis Morgan Jack Carson C—85 min. (Rev. 7/26/49)
Aug. 21	AIR HOSTESS Gloria Henry Ross Ford D SOUTH OF DEATH VALLEY Charles Starrett O	WOMAN IN THE HALL Ursula Jeans Jean Simmons D-93 min. (960) (Rev. 2/4/49) WATERLOO ROAD John Mills Stewart Granger D-75 min. (958) (Rev. 1/24/49)	SCENE OF THE CRIME Van Johnson Gloria De Haven D-95 min. (Rev. 6/24/49)	HAUNTED TRAILS Whip Wilson O				YOU'RE MY EVERYTHING (Color) Dan Dailey Anne Baxter M-94 min. (920) (Rev. 7/6/49)	LOVE HAPPY Marx Brothers Vera-Ellen C	ONCE MORE, MY DARLING Robt. Montgomery Ann Blyth Jane Cowl C-94 min. (703) (Rev. 7/28/49)	
Aug. 28		EASY MONEY Greta Gynt Dennis Price D-94 min. (962) (Rev. 2/17/49)		(Allied Artists) STAMPEDE Gale Storm Rod Cameron O-78 min. (Rev. 5/6/49) JACKPOT JITTERS Joe Yule D		BANDIT KING OF TEXAS Alan Rocky Lane O POST OFFICE INVESTIGATOR Audrey Long Warren Douglas D-60 min. (815) (Rev. 8/29/49)	THE OUTLAW Jane Russell Walter Huston D-114 min. (Rev. 3/18/46)				WHITE HEAT James Cagney Virginia Mayo D-114 min. (901) (Rev. 8/25/49)
Sept. 4		(Sept. Releases) A PLACE OF ONE'S OWN James Mason Margaret Lockwood D-94 min. (961) (Rev. 1/20/49)	THAT MIDNIGHT KISS (Color) Kathryn Grayson Jose Iturbi D-99 min. (Rev. 8/25/49)	ROARING WESTWARD Jimmy Wakely O—55 min.	TOP O' THE MORNING Bing Crosby Barry Fitzgerald D-98 min. (4901) (Rev. 8/5/49)	DOWN DAKOTA WAY (Color) Roy Rogers O-67 min. (943)	EASY LIVING Victor Mature Lucille Ball D				HOUSE ACROSS THE STREET Wayne Morris Janis Paige D-69 min. (Rev. 8/19/49)
Sept. 11	THE DEVIL'S HENCHMAN Warner Baxer Mary Beth Hughes D-69 min.	AGAINST THE WIND Simone Signoret D-95 min. (965) (Rev. 6/6/49)	SECRET GARDEN (Color) Margaret O'Brien Dean Stockwell D—92 min. (Rev. 4/22/49)	ANGELS IN DISGUISE Leo Gorcey C			SAVAGE SPLENDOR (Color) (Doc.-60 min.) (Rev. 7/28/49)	(Sept. Releases) COME TO THE STABLE Loretta Young Celeste Holm C-D-94 min. (922) (Rev. 6/22/49)		(Sept. Release) YES SIR, THAT'S MY BABY (Color) Donald O'Connor Gloria DeHaven Charles Coburn M-82 min. (Rev. 8/11/49)	
Sept. 18	MR. SOFT TOUCH Glenn Ford Evelyn Keyes D-93 min. (Rev. 8/2/49) THE COWBOY AND THE INDIANS Gene Autry Shelia Ryan O	THE WEAKER SEX Cecil Parker D-85 min. (914) (Rev. 6/10/49) ONCE UPON A DREAM Googie Withers D-87 min. (942) (Rev. 7/15/49	THE DOCTOR AND THE GIRL Glenn Ford Charles Coburn D-98 min.		ROPE OF SAND Burt Lancaster Paul Henreid D-104 min. (Rev. 7/1/49)			I WAS A MALE WAR BRIDE Cary Grant Ann Sheridan C-105 min. (923) (Rev. 8/10/49)		THE GAL WHO TOOK THE WEST (Color) Yvonne De Carlo Charles Coburn D	TASK FORCE Gary Cooper D—116 min. (Rev. 8/31/49)
Sept. 25	HORSEMEN OF THE SIERRAS Charles Starrett O-56 min.	ZAMBA Jon Hall D-75 min. (004)		BLACK MIDNIGHT Roddy McDowall D		FLAME OF YOUTH Barbara Fuller Ray McDonald D-60 min.	ROSEANNA McCOY Joan Evans Farley Granger D-140 min. (Rev. 8/17/49)		RED LIGHT George Raft Virginia Mayo D-83 min. (Rev. 8/18/49)		
Oct. 2		(Oct. Releases) TRAPPED Lloyd Bridges D		WESTERN RENEGADES Johnny Mack Brown O—56 min.			THE ADVENTURES OF ICHABOD AND MR. TOAD (Color) Disney Cartoon-68 min. (Rev. 8/23/49)				UNDER CAPRICORN Ingrid Bergman Joseph Cotten D
Oct. 9		OBSESSION Robert Newton D-98 min.	THE RED DANUBE Janet Leigh Walter Pidgeon D	WOLF HUNTER Kirby Grant D	MY FRIEND IRMA Marie Wilson John Lund C-103 min. (4903) (Rev. 8/19/49)		SHE WORE A YELLOW RIBBON John Wayne Joanne Dru D-103 min. (Rev. 7/27/49) I MARRIED A COMMUNIST Larraine Day Robert Ryan D	(Oct. Releases) THIEVES' HIGHWAY Richard Conte Valentina Cortesa D-94 min.	WITHOUT HONOR Dane Clark Franchot Tone D	(Oct. Releases) ABANDONED Gale Storm Dennis O'Keefe D	
Oct. 16		(Reissue) LETTER OF INTRODUCTION Adolphe Menjou (Rev. 7/29/38)	BORDER INCIDENT George Murphy Ricardo Montalban D-92 min. (Rev. 8/26/49)				ARCTIC FURY (Documentary)	FATHER WAS A FULLBACK Fred MacMurray Maureen O'Hara C-84 min. (Rev. 8/16149)		CHRISTOPHER COLUMBUS (Color) Fredric March Florence Eldridge D	CHAIN LIGHTNING Humphrey Bogart Eleanor Parker D

SRO

PORTRAIT OF JENNIE
Jennifer Jones
Joseph Cotten
D—94 min.
(Rev. 12/24/48)
(Release: Aug.)

FALLEN IDOL
Ralph Richardson
D
(Release: Sept.)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D
(Release: Oct.)

FILM CLASSICS

(Re-release)
WHITE SAVAGE
Maria Montez
D-70 min.
(Rev. 4/9/43)
(Release: Aug.)

(Re-release)
COBRA WOMAN
Maria Montez
D-76 min.
(Rev. 4/24/44)
(Release: Aug.)

NOT WANTED
Sally Forrest
D-94 min.
(Rev. 6/23/49)
(Release: Aug.)

LOST BOUNDARIES
Beatrice Pearson
Mel Ferrer
D-97 min.
(Rev 6/27/49)
(Release: 8/5)

SCREEN GUILD

GRAND CANYON
Richard Arlen
D-
(Release: 8/12)

TREASURE OF MONTE CRISTO
D
(Release: 8/27)

DALTON GANG
D
(Release: 9/10)

RED DESERT
D
(Release: 9/17)

DEPUTY MARSHAL
D
(Release: 9/24)

CALL OF THE FOREST
D
(Release: 10/8)

THERIS IS NO ESCAPE
D
(Release: 10/15))

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 46 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 6, 1949 TEN CENTS

Johnston Calls All-Industry Confab on TV

Parley Thursday to Map United Front Before FCC

WASHINGTON, Sept. 5. — Motion Picture Association of America president Eric Johnston announced Friday that he was calling a meeting of lawyers from all branches of the industry to meet in Washington on Thursday to begin work on a common industry presentation of the Federal Communications Commission on theatre television.

Johnston said lawyers representing all MPAA members companies would attend, and that representatives of Society of Motion Picture Engineers, Theatre Owners of America, Allied States Association and other groups had been invited.

The meeting will discuss what dates should be requested for the hearings, how the different groups can work together in their presentation to the FCC, and similar matters.

Edward T. Cheyfitz, head of MPAA's television division, said that

(Continued on page 3)

NBC, CBS Join in Fight Against FCC

Columbia Broadcasting and National Broadcasting have aligned themselves with American Broadcasting by the filing of court actions against the Federal Communications Commission, all attacking the FCC's newly-promulgated interpretations of the U. S. Criminal Code which hold radio giveaways to be illegal.

The two new complaints, which were filed in U. S. District Court here, closely resemble in phraseology the

(Continued on page 3)

Appeal for Minimum Wage Law Relief

OKLAHOMA CITY, Sept. 5.—Following an interpretation by the organization's legal advisers that the proposed Federal 75-cent hourly wage bill "most likely will apply to theatres" the Theatre Owners of Oklahoma, through M. Lowenstein, its president, has appealed to U. S. Senators Kerry and Thomas "to make every effort to

(Continued on page 2)

'U' Chiefs in Field To Study Policies

Universal-International's home office sales cabinet, headed by W. A. Scully, sales vice-president, has started a tour of the country in order to bring up to date the distribution studies inaugurated three years ago by U-I to develop sales policies consistent with local problems.

Emphasizing the general policy of initiating modifications of sales policies to adhere to local conditions rather than viewing them on a national basis, Scully stated that ever-changing market conditions, particularly in relation to sectional preferences for certain types of pictures, demand analysis.

He stated that "terms for pictures must be related to their box-office results as indicated in all sections of the country, rather than on a general formula. We realize that metropolitan areas differ from smaller communities

(Continued on page 3)

Ayers, Kirby Win Warner Promotions

Norman Ayers, Warner Brothers' Southern division sales manager, has been appointed by distribution vice-president Ben Kalmenson to the post of assistant Eastern division sales manager to Jules Lapidus. The augmented Eastern division now includes Albany, Boston, Buffalo, New Haven, New York, Philadelphia, Washington, Cincinnati, Cleveland, Indianapolis and Pittsburgh, in addition to Canada. Ayers will have headquarters in New York.

John Kirby, Southeastern district

(Continued on page 2)

Johnston Calls 'PR' Parley 'Best Yet'

Washington, Sept. 5.—"The Chicago meeting was highly successful," Eric Johnston told a press conference upon his return from the all-industry public relations parley held last week.

"I have never attended a meeting in all my business career where there was a greater degree of cooperation or better contributions from all participants."

May Cite Quota At US-UK Parley Here

LONDON, Sept. 5. — Political observers here express the belief that U. S. Secretary of the Treasury John Snyder may cite at the forthcoming Washington economic talks with Sir Stafford Cripps and Foreign Secretary Ernest Bevin the issue of British film quota legislation as a characteristic example of discriminatory trade restriction.

However, it is revealed definitely that motion pictures *per se* do not figure in the brief which Sir Stafford and Bevin will carry to the talks, slated to get underway on Sept. 7 at Washington. British Board of Trade officials who will accompany the party are nevertheless fully informed of the film situation as it now stands and have been given comprehensive instructions by BOT chief Harold Wilson.

Fayette W. Allport, Motion Picture Association of America's European manager, has left here for a three-week vacation on the French Riviera.

Golden to Seek Liaison To Aid US Films Abroad

WASHINGTON, Sept. 5.—The U. S. film's industry problems abroad are so complex and involved that in order to bring about some lasting amelioration, "it will require the appointment of a specialized official liaison with the industry to complement the work of the Department of Commerce at Washington, so that film trade interests abroad could be promoted and more adequately protected," declared Nathan Golden, head of the Commerce Department's motion picture division, on his return here from a three-month trip in Europe, during which he was an official member of the General

(Continued on page 2)

NLRB Throws Out Ballot Challenge

WASHINGTON, Sept. 5.—The National Labor Relations Board has rejected a challenge by the AFL Painters Union to 36 ballots cast in an election held at the major studios last March.

The Painters Union based its challenge on charges that the studios had committed unfair labor practices in hiring the 36 employes. The board ruled that this was a representation election and could not be used as a forum for trying unfair labor practice charges.

'Frozen Funds' In England At $7,000,000

Remit $17,000,000; Use $25,000,000 Last Year

WASHINGTON, Sept. 5.—United States film companies were unable to remit or find authorized uses for only about $7,000,000 of the funds they earned in England during the first year of the Johnston-Wilson agreement, Eric Johnston, president of MPAA, revealed today.

Some of this might be remitted when figures are made available on what British films earned here. "Better than $25,000,000" was used in Britain or other parts of the sterling area, according to the MPAA chief.

The Johnston-Wilson agreement provided that American companies could remit $17,000,000 a year plus an amount equal to what British films earned in the States. The rest could be used for any one of 27 different authorized purposes, such as paying stars, making films in Britain, and purchases or expenses in other parts of the sterling area. What could not be remitted or used for one of these

(Continued on page 2)

Bernhard Becomes FC's 'Sole Owner'

Disclosing at the weekend that "all the mechanics of divorcement between Cinecolor and Film Classics" have been completed, FC president Joseph Bernhard said that "too all intents and purposes" he is now the "sole owner." His acquisition of the company from Cinecolor was at the price of 130,000 shares of Cinecolor stock (about $350,000 at current open market quotations) and an unstipulated amount of cash, he reported. Bernhard added

(Continued on page 3)

Argentina to Free More Blocked Funds

WASHINGTON, Sept. 5.—Jeronimo Remorino, new Argentine Ambassador to the U. S., has revealed that Argentina plans to make more exchange available to further liquidate blocked accounts there.

American film distributors, as well as other U. S. business firms, have blocked funds in Argentina. The dis-

(Continued on page 2)

Newsreel Parade

THE American Legion on parade and the five per center hearings in Washington are current newsreel highlights. Other items include the Coast Guard going to the rescue of a polio victim, sports and the San Francisco fire. Complete contents follow:

MOVIETONE NEWS, No. 71—Washington: five per cent hearings. Legionaires on parade. Fire in San Francisco. Coast Guard aids polio victim. Icecapades of 1950. Swimming. Hell-divers.

NEWS OF THE DAY, No. 201—Five per cent hearings. Legion on parade. Coast Guard aids polio victim. San Francisco fire. Ice show beats heat. Daredevil divers.

PARAMOUNT NEWS, No. 4—Legion invades Philadelphia. Five per cent hearings in Washington. Icecapades in Atlantic City.

TELENEWS DIGEST, No. 35-B—General Vaughan questioned. Mission of mercy aids polio victim. Asiatic nations celebrate birthdays of freedom. British Cabinet prepares for Washington talks. France mourns forest fire victims. Miss America in Genoa.

UNIVERSAL NEWS, No. 279—Legionaires parade. Coast guard speeds aid to polio victim. Five per cent hearings. Icecapades of 1950.

WARNER PATHE NEWS, No. 6—Legionaires parade. Gen. Vaughan hearing. San Francisco fire. Polio rescue. Icecapades. Trotting.

Correction

In reporting the list of nine members of the planning committee named at the all-industry public relations conferences held in Chicago last Tuesday and Wednesday, MOTION PICTURE DAILY on Wednesday inadvertently omitted the name of Abel Green, committee member repesenting the trade press. This publication on Thursday included the name of Green as a member of the conference committee, the new name given to the planning group.

Upholds Previous Order

CHICAGO, Sept. 5.—Federal Judge John P. Barnes of U. S. District Court here denied a motion by distributor defendants in the Ridge Theatre anti-trust case who sought to vacate a previous order issued in the South Bend Drive-In case that plaintiff be allowed to see all communications between Motion Picture Association of America and defendant distributors.

Name UNESCO Advisers

WASHINGTON, Sept. 5.—Eric Johnston, president of Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, were named by President Truman as two of nine special advisers to the U. S. delegation to the fourth general UNESCO conference. to be held in Paris, Sept. 19-Oct. 5.

Harris in New Post

CHARLOTTE, Sept. 5.—W. F. Harris, for many years connected with the industry in Charlotte, has become associated with the Bryant Theatre Supply as vice-president and treasurer.

Golden Seeks Liaison

(*Continued from page 1*)

Agreements on Trade and Tariff Conference held at Annecy, France.

Golden said he proposed to recommend to the Department the advisability of the appointment of a European film attache "to serve and advise our Embassies on film matters; to submit direct reports to Washington, and to keep in close touch with all segments of our industry."

"From my observations in Europe and from events which are taking shape in production in Germany, Austria and Italy, there never was a more propitious time" for such a service, he added.

The motion picture situation in Central and Eastern Europe has been thoroughly disorganized, Golden continued, and with the dissolution of the MPEA in Germany and other countries to follow, "American distributors will be obliged to work from the ground up if they are to share in any revival of business in those areas."

While the European problems of the American film industry are large and varied, they are not insurmountable, due to a great extent to the success of the Economic Cooperation Administration, as evidenced by the marked revival of European economy, according to Golden.

Promote Ayers, Kirby

(*Continued from page 1*)

manager, has been named to succeed Ayers as Southern division manager, with headquarters in Atlanta. He will supervise the new Southern division which now includes Charlotte, Atlanta, Jacksonville, New Orleans, Memphis, Dallas and Oklahoma City.

Ayers joined Warners as a salesman in Washington in 1931. He was promoted to branch manager in Albany in 1936, promoted in 1938 to branch manager in Boston, then to Eastern district manager in 1941 and was appointed Southern division manager in 1946.

Kirby joined the company as Southeastern district manager in 1946, which post he has held until his current promotion.

Minimum Wage Law

(*Continued from page 1*)

exempt theatres, like newspapers, from the (proposed) hourly wage law.

"Our position as a public moral and information factor would be seriously threatened by price increases which would be particularly necessary, especially in small towns where today there is a very narrow margin of operational profit with the high and unfair excise tax situation already draining us to heavy losses in many instances," declared the TOO.

At the same time, Loewenstein asked TOO members to appeal similarly to the state's U. S. Senators.

Academy Awards Scene

HOLLYWOOD, Sept. 5. — Pantages Theatre, with the largest seating capacity on Hollywood Boulevard, will be the scene of the 1949 Academy Awards presentation ceremonies, Academy president Charles Brackett announced over the weekend.

'Frozen Funds'

(*Continued from page 1*)

authorized purposes had to remain frozen in Britain.

As of June 12, 1949, the end of the first year of the agreement, 1,723,000 pounds (about $6,892,000) had not been remitted or allocated for some authorized use, according to a report to Johnston by Fayette W. Allport, MPAA representative in London. The $17,000,000 had been remitted on schedule, but nothing had been allotted yet for the earnings of British films here.

No Public Total

Johnston refused to make public a figure on how much American film companies made in England altogether during the year. However, the $17,000,000 remitted, the $7,000,000 still frozen and the $25,000,000 spent on other authorized uses, taken together with expenses in Britain for distributing films, adds up to a total well over $50,000,000. In 1946, American companies remitted a record $60,000,000. This was down to about $50,000,000 in 1947.

Johnston said the $7,000,000 frozen figure should quiet "reports about fantastic sums frozen in Britain." He seemed rather proud of the results of the agreement he negotiated.

The MPAA president said he had no late figures on how much the film industry had frozen throughout the world. He recalled that some months ago he estimated that about $50,000,000 was frozen in all foreign countries. "We have worked out a good deal," he declared, "and it is now less than $50,000,000." He listed Japan, Spain, France, China, the Argentine and "Iron Curtain" countries as particularly bad spots, remittance-wise.

Hopes for Better Deal

Asked whether the British figures didn't indicate that Britain would take a much tougher stand when the Johnston-Wilson agreement comes up for renegotiation next year, Johnston said he would "cross that bridge when I come to it. I hope for better terms, naturally."

Johnston, who leaves here on Sept. 17 for an ECA trip abroad after speaking at the Theatre Owners of America convention at Los Angeles, said he did not plan to have any specific film talks during his European trip, but that John McCarthy, of MPAA's foreign division, would accompany him to some of the European countries and engage in film conversations. He said he did not see any special film angle in the Anglo-American financial talks which start here this week, but added that he hoped to have "friendly and unofficial" talks with some of the British leaders while they are here.

Argentina Funds

(*Continued from page 1*)

tributors will be affected solely insofar as their print costs are concerned, it is understood.

Until now, 20 per cent of all dollars earned by Argentina abroad have been available for the purpose of liquidating blocked currency. Now, Remorino reports, 30 per cent will be available.

Personal Mention

CHARLES KIRBY, Universal-International vice-president, will return here today after a vacation.

•

J. PATRICK ROONEY has been appointed executive director of the United Cerebral Palsy Associations, Inc., by LEONARD H. GOLDENSON, association president.

•

M. A. FAUVER, veteran Iowa showman, is retiring from exhibition after 24 years. He has transferred his theatre interests to his son, M. J. FAUVER.

•

R. M. (BOB) SAVINI, president of Astor Pictures, is due here from the Coast tomorrow.

•

LEON GOLDBERG, RKO Radio studio executive, returned to Hollywood from New York at the weekend.

•

SAMUEL SEIGEL, Columbia publicist, has arrived in San Francisco from Los Angeles.

•

ERIC JOHNSTON will be in New York today from Washington.

NEW YORK THEATRES

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BARRY FITZGERALD · HUME CRONYN
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Celeste HOLM
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"Come TO THE STABLE"
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NOW! Rivoli
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THE KID FROM CLEVELAND
GEORGE BRENT LYNN BARI
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A Republic Picture
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Confab on TV

(Continued from page 1)

"if and when hearings are held, the industry will present a solid front. Producers and exhibitors will be together on this."

Cheyfitz said that MPAA member companies were ready to go ahead with theatre television just as soon as frequencies are made available by the FCC. He cited 20th Century-Fox's report to the FCC indicating its readiness to put theatre television into 24 theatres in the Los Angeles area, and said that "other companies will be ready to do the same things."

MPAA's television research committee, according to Cheyfitz, is drawing up plans to study all aspects of television—the impact of home television on industry income, production of films for television, color, and other topics.

20th-Fox Asks Six Competitive TV Networks

WASHINGTON, Sept. 5.—Declaring that it was convinced that "not only is theatre television technically feasible, but the time for its introduction to the public has arrived," 20th Century-Fox has asked the Federal Communications Commission to institute early proceedings to make frequencies available for this new entertainment medium.

The company said that it thought 12 television channels, each 30 megacycles wide, would be enough to establish a nationwide, competitive theatre TV service. It declared that one television system, performing all required transmission functions, can operate with two channels.

Thus, it declared, its 12-channel proposal "would provide facilities for at least six competitive theatre television systems in a given community or area. With a careful and calculated use of the 12 channels involved, 20th-Fox said, a theatre television coverage of the U. S. comparable to, if not better than, the coverage possible under the Commission's proposed allocation plan for commercial television broadcasting stations, could be obtained."

In a separate brief also filed with the FCC on Friday, the Motion Picture Association of America asked that the Commission "institute a rule-making proceeding for the purpose of specifically allocating a technically suitable band of frequencies for a theatre television service and of adopting . . . rules and regulations governing the licensing and operation of such service." The MPAA brief had been reported on by MOTION PICTURE DAILY on Aug. 30.

The 20th-Fox brief, a 98-page affair, supported by another 200 pages of exhibits and photographs, contained a detailed and concrete plan for a theatre television service to be operated in 24 theatres in the Los Angeles area. Fox said that if the Commission made frequencies available for theatre television, it was "prepared to proceed immediately to apply for those necessary to put the suggested plan into commercial operation."

Paramount Predicts Full-time Theatre Telecasts in FCC Brief

WASHINGTON, Sept. 5.—Paramount Television Productions believes that some theatres will eventually be showing theatre television on a full-time basis, and special theatres will be built just to show telecast programs. The firm's prediction was contained in a 24-page brief submitted to the Federal Communications Commission Friday outlining the company's theatre television plans.

"It is probable," Paramount said, "that not only will theatres present television as an addition to their usual program, but also certain motion picture theatres will be converted to the offering of television programs on a full-time basis. In addition, 'television theatres' will probably be constructed and operated to offer full-time telecast programs."

Paramount indicated that it believed the motion picture industry should get—and be encouraged to take—first crack at theatre television service.

Minimum requirements for a single, complete theatre television service would be four channels, each 60 megacycles wide, Paramount declared. For the development and technical perfection of "an effective, competitive, nationwide service" the brief suggested 20 channels would be necessary or a 1200 megacycle continuous band.

Paramount, as did all other industry units, argued that coaxial cable or wire would be uneconomical and limit the growth of theatre TV, and that only radio relay would permit an adequate system.

If Paramount is allocated adequate frequencies, the company stated, it would offer "theatre television programs to all on a non-discriminatory basis."

It pointed out that theatre television is not merely television for exhibition in motion picture houses. "It should be borne in mind," the brief said, "that in considering theatre television, we are also dealing with the development of the art of television and the provision of facilities so that events as they happen, as well as special programs, may be viewed in schools, auditoriums, churches and other non-commercial places where large audiences will gather."

Fight Against FCC

(Continued from page 1)

one which had been filed earlier last week in the same court by ABC.

The FCC action, the networks charge, was "arbitrary, capricious and constitute and abuse of discretion." The FCC is not empowered to dictate the type of program for broadcasting, it was also charged.

An immediate temporary injunction and, upon hearing the action, a permanent restraining order, are asked of the court by the three broadcasters.

'U' Chiefs in Field

(Continued from page 1)

as far as the box-office appeal of certain pictures are concerned."

A. J. O'Keefe, assistant general sales manager, will visit Los Angeles, San Francisco, Portland, Seattle, Denver and Salt Lake City. E. T. Gomersall, assistant to Scully, is scheduled to visit Indianapolis, Cincinnati, Charlotte, Atlanta and Kansas City. F. J. A. McCarthy, Southern and Canadian sales manager, will visit Dallas, New Orleans, Memphis, Oklahoma City and St. Louis. C. J. Feldman, Western sales manager, will go to Chicago, Detroit, Milwaukee, Minneapolis, Des Moines and Omaha.

Bernhard

(Continued from page 1)

that he still owns a "few" shares of Cinecolor, but "nothing to speak of."

Cinecolor and FC were affiliated for a little less than two years. Henceforward, Bernhard said, FC will be strictly a distribution company, although it is expected, he added, that from time to time it will give financial assistance to some of the independent producers who release through it. When the National Exhibitors Finance Co. has completed its organization, Bernhard said, he expects to confer with its executives on possible deals.

FC will release 15 features during 1949-50, said Bernhard, among them being the following: "Frustration," "Pirates of Capri," "Guilty Bystander," "Never Fear," "Black Jack," "Project X," "Angry Waters," "St. Benny the Dip," and an as yet untitled Louis de Rochemont production.

'Boundaries' Suit Off

Producer Louis de Rochemont and his RD-DR Productions have decided to forego plans for taking legal action against censors of Memphis or other Southern cities that have or may yet ban showings of "Lost Boundaries," it was reported here at the the weekend by Joseph Bernhard, president of Film Classics, which is releasing the picture. Bernhard declined to state a reason for the reversal.

Burnham Joins Transfilm

William Burnham has joined the sales department of Transfilm, Inc., it was announced here by Maury J. Glaubman, Transfilm sales manager.

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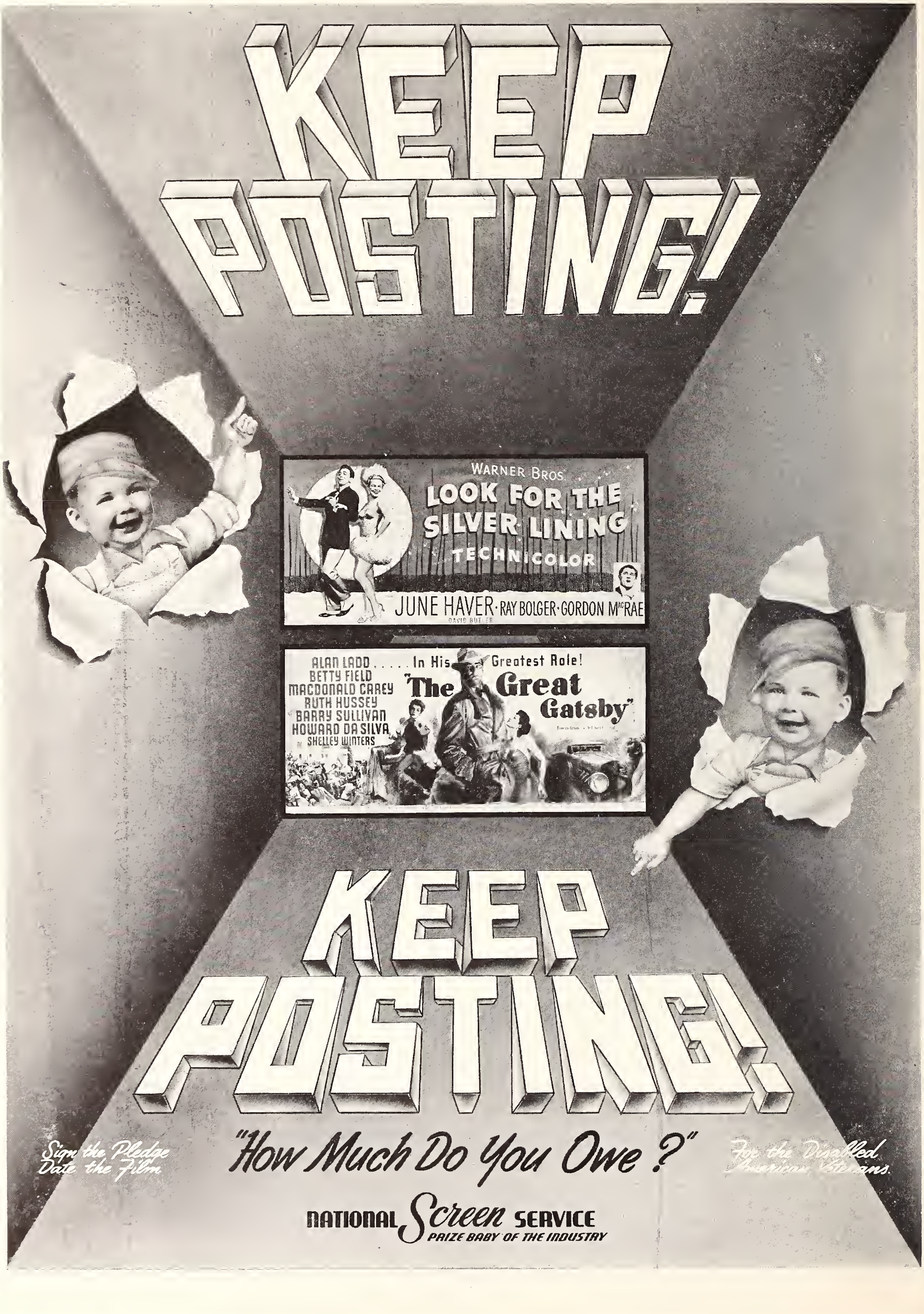
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LOOK FOR THE SILVER LINING
TECHNICOLOR
JUNE HAVER · RAY BOLGER · GORDON McRAE
DAVID BUTLER
ALAN LADD . . . . . In His Greatest Role!
BETTY FIELD
MACDONALD CAREY
RUTH HUSSEY
BARRY SULLIVAN
HOWARD DA SILVA
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American Veterans.
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VOL. 66. NO. 47 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 7, 1949 TEN CENTS

Theatre Video Action by FCC Seen Delayed

Decision Not Expected Before October at Least

WASHINGTON, Sept. 6.—It will be late October at least before the Federal Communications Commission acts on the film industry's several requests for hearings looking toward theatre television channels, television attorneys here predict..

The Society of Motion Picture Engineers and the Theatre Owners of America, in briefs filed with the FCC, have asked for a hearing on proposals to set aside 60 channels for theatre television. The MPAA, Paramount and 20th Century-Fox have outlined their plans to the Commission.

MPAA president Eric Johnston last Friday called a meeting of lawyers from all branches of the film industry, to be held in Washington on Thursday to begin work on a common industry presentation of their theatre television position to the FCC.

Ordinary procedural delays will probably put off an FCC decision for 30 to 45 days, the television attorneys explain. An added delaying factor in

(*Continued on page* 4)

NY First-Runs Draw Big Holiday Income

With cooler weather providing a definite box-office assist, the long holiday weekend brought lofty returns to the majority of New York's first-runs, Sunday business being especially high.

Top new arrivals are "Top o' the Morning" at the Paramount with Carmen Cavallaro's orchestra and the De Marco Sisters on stage, and "White Heat" with Xavier Cugat in person at the Strand. Clearly the best the Strand has had in many

(*Continued on page* 4)

Trust Law Probe Is Now Set for October

WASHINGTON, Sept. 6.—Rep. Celler, chairman of a House Judiciary sub-committee investigating monopoly, said hearings would be reopened late in October on various proposals for strengthening the anti-trust laws.

Ellis Arnall, president of the Society of Independent Motion Picture Producers and other witnesses dis-

(*Continued on page* 4)

TOA to Sift Festival Plan

Due to figure prominently in the discussions at the Theatre Owners of America's convention, which will be held Sept. 12-15 in Los Angeles, is TOA executive director Gael Sullivan's Film Festival Plan, it was indicated here yesterday. Originally slated for a complete examination at the all-industry public relations meeting in Chicago last week, the plan still is without the unqualified endorsement of the industry at large since the Chicago delegates did not commit themselves on it beyond commending its intent.

There is said to be a strong possibility that the TOA public relations committee will offer the Los Angeles convention a Festival Plan "embracing certain phases of the Sullivan idea." In that case, it would be up to the convention to either accept or reject a new draft of the proposal for an all-industry Festival month, and to decide whether a plan bearing the

(*Continued on page* 4)

Fear Second Dollar Cut in So. Africa

WASHINGTON, Sept. 6.—Distributors of U. S. films in South Africa fear a second drastic cut in the amount of dollars which they can remit to the U. S., according to a Commerce Department report forwarded by Stanley B. Wolff, in the U. S. Embassy at Pretoria.

The South African government recently asked distributors to submit details of the cost of their imports in 1948 and in early 1949, and "the distributors fear that this may presage a more drastic cut," he said.

More 'Successful' Films Due; Vital to Producers: Balaban

Economic adjustments which have been effected in Hollywood production will result "in a larger percentage of more successful pictures," in the opinion of Barney Balaban, president of Paramount. "I do not say 'better' pictures because that would imply that we have had 'bad' ones," he stated.

Barney Balaban

Balaban explained his reasoning this way: "In the past, pictures which we knew were good did not click for some reason." As a consequence of changed market conditions throughout the world and increased production

(*Continued on page* 4)

Mono. Sales Contract Personnel Realigned

HOLLYWOOD, Sept. 6.—Harold Mirisch, vice-president of Monogram and Allied Artists, has realigned the companies' sales contract departments into three divisions, Eastern, Western and Southern, to operate under the overall control of Maurice (Razz) Goldstein, general sales manager.

The new department at the companies' home office in Hollywood will be under the immediate supervision of Harold Wirthwein, Western sales manager, with Si Borus his newly-appointed assistant.

"The Heiress"

[*Paramount*]—A Drama of Distinction

AS the unhappy heroine of this serious drama of sombre overtone and leisurely development, Olivia de Havilland delivers a beautifully calibrated performance of a stature which at once suggests Academy Award consideration. Her role in "The Heiress" marks a first appearance since her memorable work in "The Snake Pit."

On all counts, this attraction is distinguished. Its principal players are limited to four, all of them carrying off their assignments with pronounced competence. Direction by William Wyler, whose first effort this is since "The Best Years of Our Lives," is geared sympathetically and intelligently to the subject matter. In production values "The Heiress" may be described as Hollywood's technical brilliance at its acme. And that's saying a great deal.

"The Heiress" originally was a successful Broadway stage play by Ruth and Augustus Goetz who drew their suggestion from "Washington Square," a novel by Henry James. The playwrights subsequently wrote

(*Continued on page* 4)

Drive-Ins May Alter Price Policies: US

Revenue Head Clarifies Privileges Under Code

A drive-in may change its pricing policy at any time and admit patrons only on the basis of a per-person charge after having followed a per-car price policy, or vice versa, U. S. Deputy Commissioner of Internal Revenue Charles J. Valaer has informed Theatre Owners of America executive director Gael Sullivan.

Sullivan had taken to Valaer a number of requests by TOA members for clarification of a recent Internal Revenue Bureau ruling on drive-in admission charges and taxes. The ruling had created a large measure of confusion in drive-in circles.

In answering the specific query as to whether pricing bases may vary, Valaer pointed out, however, that a drive-in "may not admit cars with one person for one price, such as 40 cents, including tax, and for the same performance admit a group of persons in a car for $1.00, including tax."

Valaer informed Sullivan also that

(*Continued on page* 4)

Pinanski to Conduct Own 'P.R.' Campaign

BOSTON, Sept. 6.—American Theatres Corp., headed by Samuel Pinanski, will conduct a full-scale public relations and business building campaign in each of its 48 New England theatres, to run from now to Christmas.

The drive, which will be called ATC's "Fall Movie Festival," will be launched at a home office managers' meeting tomorrow, at which Pinanski will outline the aims and pur-

(*Continued on page* 4)

Brown Cites 'P. R.' Aid in the Field

Location shooting in and around America's smaller towns can place the production branch in a position to contribute heavily in behalf of the industry's public relations efforts, veteran producer-director Clarence Brown asserted here yesterday during an M-G-M home office interview.

Brown substantiated his contention

(*Continued on page* 4)

Personal Mention

W. A. SCULLY, Universal-International vice-president, accompanied by Fred Meyers, Eastern sales manager, is on a tour of Eastern branches.

•

A. J. O'Keefe, Universal-International assistant general sales manager, and Maurice Bergman, public relations executive, left here yesterday for the Coast.

•

L. E. Goldhammer, Monogram-Allied Artists Eastern sales manager, will leave here tomorrow for Pittsburgh.

•

Ira Minehardt, counsel for the film carriers' union, and Mrs. Minehardt, celebrated their second wedding anniversary over the weekend.

•

Herbert Fontaine, booker for the Granada circuit, England, is en route from London to New York aboard the *S.S. Queen Mary*.

•

Arthur Lockwood, Theatre Owners of America president, left Boston yesterday for Los Angeles.

•

Morris Rosenthal, manager of Loew's Poli Theatre, New Haven, has returned there from a vacation.

•

Howard Dietz, M-G-M advertising-publicity director, is due here from Europe on Sept. 19.

•

David Coplan plans to fly from London to New York in about 10 days.

Smith Reports Top Grosses for 'Stable'

Twentieth Century-Fox's "Come to the Stable" is outgrossing the company's "Mr. Belvedere Goes to College" and "You're My Everything," according to reports from the field announced here by Andy W. Smith, Jr., sales vice-president. The picture was launched nationally last week as the first of the company's branch managers' testimonial sales drive releases.

Schwalberg to Coast

A. W. Schwalberg, Paramount distribution chief, will leave here for the Coast studio on Sunday and consequently has cancelled plans to attend the convention of Allied of New Jersey at the Ritz Carlton Hotel, Atlantic City, Sept. 12-14. Representing Paramount at the convention instead will be E. K. O'Shea, assistant general sales manager, and Hugh Owen, Eastern division manager.

'McCoy' Runs 89 Minutes

The Samuel Goldwyn-RKO Radio production of "Roseanna McCoy" runs 89 minutes, and not 140 minutes as inadvertently stated in Motion Picture Daily's booking chart on Sept. 2, the New York Goldwyn office points out.

Studio Employment Gains in Two Months

Hollywood, Sept. 6. — Employment in studios was up in July, over June, according to a monthly report by the California Bureau of Labor Statistics.

The Bureau's index, which regards the 1940 average as 100 per cent, shows the July level at 77.4, which compares with 75.9 for June. The average weekly earnings were $99.72, compared with $97.85 for June. A production upsurge beginning in mid-August is expected to result in a further rise in the index figure when the report for that month is completed.

Silverstone En Route Home from London

London, Sept. 6.—With sale of the Haymarket Gaumont to 20th Century-Fox said to be finalized and the Canadian Odeon deal "in the bag," Murray Silverstone, 20th-Fox foreign head, left here by plane today for New York.

Silverstone came here to work out details of the deal initiated by Spyros P. Skouras, 20th-Fox president, and J. Arthur Rank, head of the organization which controls the Canadian Odeon circuit and the London showcase, the Haymarket Gaumont. Though not officially confirmed, it is reported Silverstone reached agreement with Rank's representatives during his four-day stay here.

Clift, Coplan Head British Renters Co.

London, Sept. 6.—Acquisition of International Film Renters has been announced here with Sir Sidney Clift as board chairman and David Coplan, formerly managing director for United Artists here, as managing director. Other officers are David E. Griffiths, president of the Kinematograph Renters' Society, and Andrew Holt, who arranged for financing; both are also on the board.

Wolcott Heads Sales For Pathe 'Labs'

James L. Wolcott has been appointed sales vice-president of Pathe Laboratories, Inc., wholly-owned subsidiary of Pathe Industries, by Kenneth M. Young, president of both corporations. Wolcott will be responsible for sales at both the New York and Hollywood divisions of the company.

Calif. State Fair to Cite Charles Skouras

Sacramento, Cal., Sept. 6.—Charles P. Skouras, president of National Theatres, will be honored here on Sept. 8 with the California State Fair's Golden Bear Award, given annually to an outstanding theatrical personality who has brought great renown to California.

Mochrie Sees Heavy Grosses for the Fall

Robert Mochrie, RKO Radio sales vice-president, anticipates record grosses for the fall season based on advance showings of product set for release during that period, for which 11 features have been set.

Mochrie cites the release of Merian C. Cooper's "Mighty Joe Young," which has already had area premieres; the pre-released "Roseanna McCoy," Samual Goldwyn; the John Ford-Merian Cooper Technicolor production of "She Wore a Yellow Ribbon," for mid-October release; "Easy Living," starring Victor Mature, Lucille Ball, Lizabeth Scott, Sonny Tufts and Lloyd Nolan; "I Married a Communist," another early fall release; the general release of Howard Hughes' "The Outlaw"; "Mad Wednesday," which will return Harold Lloyd to the screen; Walt Disney's Technicolor feature, "Ichabod and Mr. Toad," likewise an October release; "Savage Splendor," made by the Armand Denis-Lewis Cotlow African expedition; "They Live By Night"; the Claudette Colbert-Robert Young-George Brent production, "Bride for Sale"; "Weep No More," with Joseph Cotten and Valli, and Robert Mitchum's "Christmas Gift," which will carry the program into the holiday season.

Would Tie Contest To Academy Awards

Hollywood, Sept. 6.—An "Oscar Sweepstakes," in which the public would compete for prizes aggregating a million dollars, has been submitted by Robert S. Taplinger and Associates to the Academy board of governors for consideration and will be presented to the Theatre Owners of America convention next week.

The plan contemplates distribution of ballots by exhibitors to customers for their vote on candidates nominated by the Academy for the annual awards, in all classifications, with prizes going to those whose ballots turn out to conform most closely with the final winners.

Ready SPG Dossier On Industry Heads

A dossier on 14 top industry executives is being prepared by the Screen Publicists Guild. The dossier, to be issued in pamphlet form, and to be called an industry "White Paper," will disclose details of the public and private life of the executives, it is said.

Claims 18,054 Para. Dates

Ninety-six per cent of all theatres in the U. S. and Canada have been booked to play Paramount product during "Paramount Week," Sept. 4-10. during "Paramount Week," Sept. 4-10, it was revealed here by A. W. Schwalberg, sales vice-president. Purpose of the week is to place the Paramount trade mark on every screen in the country. A total of 18,054 actual bookings have been achieved to exceed last year's drive total of 17,831, it was said.

Newsreel Parade

THE American Legion's election of a new commander and fighting in Greece are current newsreel highlights. Other items include the start of the football season, various personalities in the news, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 72—New Legion commander. GAR's final encampment. F.D.R., Jr. takes a bride. Greek King sees guerilla assault. Naples fiesta. Football training. Vacation schooner.

NEWS OF THE DAY, No. 202—Greeks crush Red guerillas. Legion elects World War II "vet." New bride for F.D.R, Jr. American youths design new autos. Puerto Rico's police on alert. Football starts 1949 season. Pigskin stars visit Variety hospital.

PARAMOUNT NEWS, No. 5—Football. Shoe fashions. Greek cleanup.

TELENEWS DIGEST, No. 36-A—Yugoslavia: War of nerves. Turkey: Search for Noah's Ark. Under-Secretary Voorhees calls on Gen. MacArthur. New York: New Arctic survival gear demonstrated. Marines test battle tactics. Brooklyn birthday for child with rare blood disease.

UNIVERSAL NEWSREEL, No. 280—American Legion officers elected. Prime Minister of India visits Tibet. German wagons. "Mrs. Dynamite." Girl's baseball. Giants' training. Aquazanies.

WARNER PATHE NEWS, No. 7—People in the news: F.D.R.,Jr., Gary Cooper, Legion officers, Bevin and Cripps. GAR encampment. Santa's workshop Charleston fashions. New York Giants-Eastern All-Star football game.

Morris Berns, 58, Theatre Operator

Morris Berns, 58, former operator of motion picture theatres in Brooklyn and New Jersey and more recently an independent film salesman, died of a heart attack Sunday night in Times Square.

Berns was once the operator of several legitimate theatres in Philadelphia. He is survived by two sons, Bill, a television performer here, and Samuel, a theatrical agent in Hollywood.

Hollywood Host to Foreign Journalists

Hollywood, Sept. 6.—Fifty European journalists, touring America as guests of American Airlines, will be entertained by the film industry here on Thursday in an all-day series of events which include an Association of Motion Picture Producers luncheon at the Paramount studio, with Y. Frank Freeman, Paramount studio vice-president, as host.

In New S. F. Post

San Francisco, Sept. 6.—Sid Martenstein, who recently resigned as Republic sales manager here, has been appointed sales manager for the entire San Francisco exchange area by Eagle-Lion. D. Lyons, a newcomer to the industry, was appointed salesman in the San Joaquin Valley district.

Altec's 12th Anniversary

Altec Service Corp. will be host to the trade press at a reception here tomorrow afternoon on the occasion of its 12th anniversary and on the launching of a sales drive.

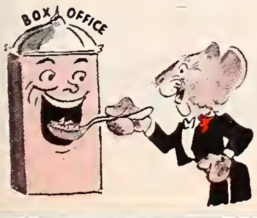
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; Terry Ramsaye. Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

EXTRA!

First 4 days of "Midnight Kiss" in Philly is biggest in 20-year history of Boyd Theatre!

THE LION THAT EATS WHEATIES!

"Hello nature boy! Such pep! Your World Premiere of "THAT MIDNIGHT KISS" *(Technicolor)* is terrific in Philly. On Broadway you hold the spotlight with "IN THE GOOD OLD SUMMERTIME" *(Tech.)*, 5 big weeks at Music Hall and "MADAME BOVARY" a Capitol smash. In Hollywood your riotous comedy "ADAM'S RIB," just previewed, is the talk of the film colony. They're raving about these Big Ones too: "THE RED DANUBE," "THAT FORSYTE WOMAN" *(Tech.)*, "INTRUDER IN THE DUST." One great Preview follows another! The famed Astor Theatre, N.Y. has just announced for Armistice Day "BATTLEGROUND" your Biggest of All. At your Culver City Studios in various stages of completion are great, star-studded hits. All summer long you've loyally delivered your best, and it looks like the Best is yet to come from The Friendly Company!



P. S. Yes, Mr. Exhibitor, latch on to that potent Lion-diet for robust box-offices! Follow the Leader! Leo's Silver Anniversary is your Golden Opportunity!

Balaban's Views

(*Continued from page* 1)

costs, producers have hit upon the realization that their pictures simply must be successful, he declared, adding, in effect, that it has come to be a matter of vital importance.

The profit-loss "leverage" in production has changed completely, Balaban declared. A while back, he said, the potential profit from a picture was twice the amount of possible loss. Today, the reverse is true. While no additional economy measures are likely, Balaban said that no scripts would be used which would require vast production expenses.

Balaban viewed prospects for the industry throughout the world with some degree of optimism. Grosses here have been off because of the intense heat and the consequent lure of the beaches and resorts; with the end of summer this condition will cease to exist, he pointed out.

Balaban said he is hopeful that amelioration of trade restrictions abroad will come as the general economy of foreign countries improves. He noted upward trends in Italy and France, specifically, but saw Germany as being in the worst condition of all. As for England, Balaban expressed the belief that the Anglo-U. S.-Canadian monetary parleys which are to get underway in Washington today might have some bearing on the welfare of the U. S. film business. Discussing Russia and its satellite countries, Balaban said the primary objective is the exhibition of U. S. films with considerations of dollar earnings for U. S. companies secondary.

Balaban is back at the Paramount home office here after a four-week vacation with his family on the French Riviera and in Italy. He disclosed that he plans a business tour of Europe in about two months.

TOA to Sift

(*Continued from page* 1)

TOA label should be offered to the planning unit set up by the Chicago delegates.

It is learned, meanwhile, that Ned E. Depinet, RKO president, who served as chairman of the Chicago public relations conference, will appear before the TOA convention to outline the developments that came out of the public relations meeting.

Trust Law Probe

(*Continued from page* 1)

cussed various aspects of the film industry at earlier hearings. Eric Johnston, president of the Motion Picture Association of America, indicated he might testify if hearings were reopened in the fall.

"The Heiress"

(*Continued from page* 1)

the screenplay. The scene is Washington Square in the New York of a century ago. There is Ralph Richardson, successful and wealthy doctor with high social standing, Miss de Havilland as his daughter, Miriam Hopkins as her aunt and Montgomery Clift as the fortune hunter who changes the course of Miss de Havilland's life.

The girl is shy, retiring, inward. For this, Richardson who had hoped the daughter would be as scintillating, as gay and as attractive as her dead mother, is responsible. He is as polite a fatherly despot as ever strode the screen. When Clift meets Miss De Havilland at a function, she is swept off her feet and hopelessly into love. While Miss Hopkins, the flighty gad-about aunt, is for the match, Richardson quickly sums up the situation and concludes Clift is seeking the $30,000 annual income to which Miss de Havilland will fall eventual heiress. Therefore, he deliberately sets out to break up the impending marriage.

This serves to hasten the girl toward it were it not for the fact Clift runs out, takes off for California and leaves behind him a shattered young woman. In the process, however, Miss de Havilland gets to know precisely how her father feels toward her. Estranged from that point on, Richardson dies as his daughter refuses to go to his bedside.

AFTER a passage of some years, Clift returns with unconvincing excuse for the desertion practically at the altar, endeavors to establish the former relationship with which Miss de Havilland presumably falls in line. The film closes as she bolts the door which separates the former lovers and moves her irrevocably toward a single life of bitter loneliness and memories.

Miss de Havilland's superlative charaterization falls into three phases. She is first the timid girl under her father's contemptible domination. Next she flowers as the girl in the ecstacies of love. Finally, she is the embittered and matured woman nursing her emotional scars. This range obviously called for an actress of depth and ability. It is sufficient to observe Miss de Havilland meets the exacting requirements under Wyler's meticulous direction. Richardson is little short of superb as the father. Clift—his first role here since "Red River"—is excellent. As for Miss Hopkins, it seems proper once more to find her returned to Hollywood.

"The Heiress" is more like a stageplay than a motion picture. It reaches its dramatic levels in deliberate and unhurried steps. Appeal is directed essentially toward adult audiences, but wherever there is appreciation for serious entertainment in the decidedly grown-up manner, this film will be welcomed and, in all likelihood, hailed. Lester Koenig and Robert Wyler were associate producers.

Running time, 120 minutes. General audience classification. No release date set.

RED KANN

NY First-Runs Big

(*Continued from page* 1)

months, "White Heat" is headed for a smash first week's take of $80,000. The Paramount show is likely to draw about $100,000 in a peak initial week.

"I Was a Male War Bride" with Jack Haley and an ice revue on stage is maintaining a vigorous pace at the Roxy which looks for a mammoth second week's gross of $121,000; the show is said to have smashed the Roxy's attendance record on Sunday. "Madame Bovary" with David Rose's orchestra figures to give the Capitol about $79,000 in a highly gratifying second week.

Holding up nicely is "Sword in the Desert" at the Criterion which probably will take in about $40,000 in a robust second week. "In the Good Old Summertime" with a stage show is still showing box-office pep at the Music Hall where the fifth and final week is likely to bring about $133,000; next at the Hall will be "Under Capricorn," due tomorrow.

A torrid holdover is "Jolson Sings Again" at the State where the third week's gross is estimated at $71,000; this is tremendous. About $24,000 is apparent in a lively sixth week of "Come to the Stable" at the Rivoli." "The Window" probably will give the Victoria about $15,000 in a profitable fifth week.

"The Crooked Way" is likely to do about $18,000 in a good initial week at the Globe. "The Kid from Brooklyn" shows about $15,500 in prospect—not too high—for a first week at the Mayfair. Still going well, "Hamlet" probably will do about $8,000 in its 50th week at the Park. "Red Shoes" also is drawing good income, estimated to be $12,000 in its 45th week at the Bijou. Showing improvement over last week, the Palace's vaudeville show, with "The House Across the Street" on the screen, probably will gross about $24,000. At the Astor, "Lost Boundaries" should do about $17,500 in a fairly strong 10th week.

Brown Cites 'P.R.'

(*Continued from page* 1)

by citing his production crew's experience in the recent filming of William Faulkner's "Intruders in the Dust" at Oxford, Miss. When the Hollywood company arrived in Oxford, Brown said, the local citizenry manifested a certain apprehension, but by virtue of their exemplary conduct, the workers, actors and others connected with the filming of "Intruder" left in Oxford a most favorable impression of the industry.

Drive-in Prices

(*Continued from page* 1)

"the tax under section 1700(a) of the Internal Revenue Code, as amender, applies to that amount which one must pay for admission to any place, including admission by season ticket or subscription, except that no tax attachs to an admission charge of less than 10 cents for a child under 12 years of age."

Continued Valaer: "Since the minimum amount one must pay in order to gain admission under the above statement of facts is 20 cents, that amount, less the state sales tax, is the amount upon which the admission tax must be computed.

"Regardless of which of the two plans is used, a Federal admission tax of four cents should be collected, unless the total charge of 20 cents includes the tax, in which case a tax of three cents should be collected.

"If all children under 12 years of age who desire admission to the theatre are admitted for only .098 cents, tax .002 cents, total 10 cents and there is no requirement that popcorn be purchased, the amount voluntarily paid for popcorn is not a part of the admission charge and the tax does not apply since the total admission charge, under such circumstances, is less than 10 cents. On the other hand, if a charge of 20 cents is made for each child in return for which the child receives popcorn and admission to the theatre, the entire amount, other than the state sales tax, is an admission charge upon which the tax must be based."

FCC Video Action

(*Continued from page* 1)

this case, however, is the hearings which are slated to begin Sept. 26 on proposals to add 72 new ultra-high frequency channels, reshuffle some of the very high frequency channels, and explore color television, stratovision, and allied problems. These hearings will probably last two weeks or more, and observers believe the FCC will want to put off action on the theatre television situation until it has had an opportunity to digest the evidence offered at the Sept. 26 hearings.

Pinanski's Campaign

(*Continued from page* 1)

poses of the drive. A feature of the meeting will be talks by representatives of major film companies.

Major objectives of the drive, which will stem from the "grass roots," will be to win new box office patronage from the vast untapped source of persons who, it is claimed, seldom attend theatres today. Old-fashioned showmanship will be the key feature of the campaign.

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"I've been part of show business for over thirty years, and I've played some of the greatest pictures ever made, but never anything like 'Jolson Sings Again'. We have never had so many people pay admission, nor have I ever seen an audience so enthusiastic. The opening day attendance record of 9,909 people at the Hippodrome is all the more remarkable since we have increased our prices for this attraction from 65c top to 90c top. How right Mr. Nicholas Schenck was when he said: 'There's nothing wrong with our business that a great picture won't cure.'"

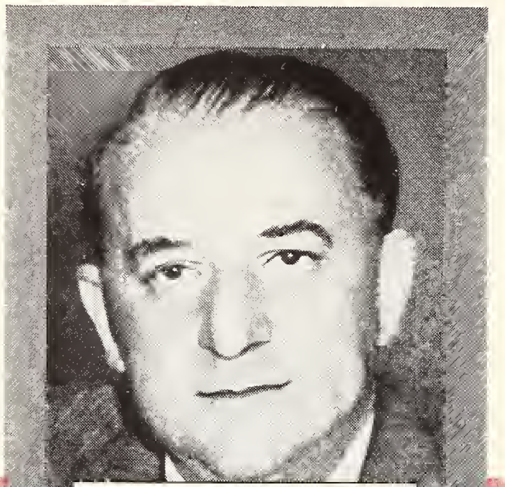
—I. M. Rappaport

The Hippodrome Theatre, Baltimore, joins Loew's State Theatre, New York, the Woods Theatre, Chicago, and the Bijou Theatre, Springfield, Mass., in playing JOLSON SINGS AGAIN for extended runs at advanced prices.

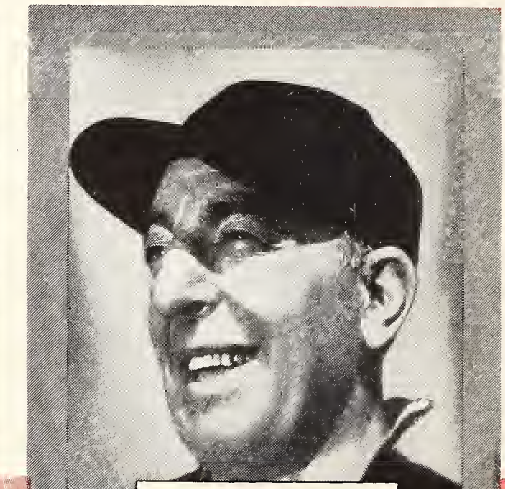
20th CENTURY-FOX
is proud to announce

THE JUDGES

WILLIAM AINSWORTH
National President of Allied States Association of Motion Picture Exhibitors



SI FABIAN
Chairman of the Executive Committee of Theatre Owners of America



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$7500 ALL-AMERICAN PREMIERE CONTEST

1st PRIZE	2nd PRIZE	3rd PRIZE	4th PRIZE	10 PRIZES	20 PRIZES	50 PRIZES	50 PRIZES
$500	$350	$250	$150	$100	$75	$50	$25

"FATHER WAS A FULLBACK"

Entries are pouring in from all over the country...from theatres large and small. The race is on for those 134 prizes totaling $7,500!

GET YOUR ENTRY IN TODAY

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ALL-AMERICAN
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 48 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 8, 1949 TEN CENTS

US Firms Put $14-Million in UK Production

Estimate the Year's Total Earnings at $42-Million

American motion picture companies placed in the neighborhood of $14,000,000 of their blocked earnings in England in production and allied investments in the UK, and an additional $4,000,000 in "other uses" during the first year of operation of the Anglo-U. S. film accord, according to executives here familiar with United Kingdom operations. The first US-UK "accord" year ended on June 14.

Combined net earnings during that period were said to have approximated $42,000,000 in British pounds and of that amount $17,000,000 was remitted to the U. S. in American dollars.

Consistent with these figures was the report of last week by Eric A. Johnston, president of the Motion Picture Association of America, that close to $7,000,000 is now frozen in England. Apparently in conflict, however, was the Johnston report that $25,000,000 of the blocked money was used, rather than the $18,000,000 which sources here report.

Meanwhile, considerable industry at-

(*Continued on page* 5)

'B' Pool 'Evasions' Weighed by Counsel

General counsel of member companies of the Motion Picture Association of America took up the question of alleged violations of the "B" pool agreement under the Anglo-U. S. monetary agreement at a meeting at the MPAA offices here yesterday.

Discussions centered principally around deals entered into by Universal and Eagle-Lion with J. Arthur Rank under which earnings in the

(*Continued on page* 5)

New Producing Firm Has Nine Lined Up

DENVER, Sept. 7.—Several Colorado businessmen are sponsoring Kinego-Rand Enterprises, Inc., and will start producing feature films this month. Leasing a ranch near Denver for headquarters, the company will use Colorado locations for all of its films, the first of which is named "Denver,"

(*Continued on page* 5)

1st Drive-In Theatre Clearance Suit Is Set for Trial Monday

First drive-in theatre court action concerning clearances which appears to be actually going to trial, and consequently promises some industry precedents, is slated to begin in U. S. District Court in Chicago, on Monday. In the past, according to attorneys here, similar actions have been filed but were settled before trial.

The plaintiff is the South Bend Theatre Co., operating the South Bend Auto Theatre on the outskirts of South Bend, Ind. Charged with conspiracy are the Manta and Rose Circuit, which operates the Niles Drive-In and eight film distributors.

At the time of filing the suit, the plaintiff alleged that its house was given a 30-day availability after South Bend first-run, whereas the Niles was getting a 14-day availability. Simultaneous availability is asked by the plaintiff, who is not asking damages.

The distributors contend that the plaintiff's drive-in is smaller, has less revenue yields, and is closer to South Bend than the Niles house.

ATC Launches Own 'Fall Festival' Plan

BOSTON, Sept. 7.—American Theatres Corporation today launched its "Fall Movie Festival" at an all-day home office meeting attended by all ATC theatre managers, home office executives, and representatives from the major film distributors.

Samuel Pinanski, ATC president,

(*Continued on page* 5)

357 Registrations To Date for TOA

Los Angeles, Sept. 7.—Some 357 actual registrations have been entered for attendance at the annual convention of the Theatre Owners of America, which will open here on Monday at the Hotel Ambassador, to run through Thursday; scores more are expected.

Sixty-seven booths have been taken by film companies, theatre supply dealers and manufacturers, confection concerns and others, in the exhibit area for the TOA's "Showmen's Exposition."

Colosseum Talks on Raises Under Way

Negotiations got underway here yesterday between representatives of 11 distributors and the Colosseum of Motion Picture Salesmen of America on the latter's bid for wage and expense increases for approximately 1,000 film salesmen. The talks will continue today.

Colosseum participants include a negotiating committee elected by the membership of the salesmen's union, as well as the union's attorney, David Beznor of Milwaukee. Among distributor representatives on hand at the opening session were:

Clarence Hill, 20th Century-Fox; Charles O'Brien, Loew's; C. J. (Pat) Scollard, Paramount; Bernard Goodman, Warners; F. Thomas Murray, Universal; A. A. Schubart, RKO Radio.

300 Detroit Houses Get Plan to Halt 'Mashers'

Justice Dep't Is in No Hurry on RKO

Washington, Sept. 7.—Officials of the Department of Justice seem to have decided to take their time on RKO's request for an extension of the Nov. 8 deadline when divorcement is scheduled to become effective.

That the request is "under study" is as far as the Department is willing to comment. An early decision, however, is not anticipated.

DETROIT, Sept. 7.—Over 500 owners, managers and other employes of 300 theatres in Metropolitan Detroit, considering more and better means of providing protection for women and children against undesirable persons who lurk in the dark, have been given a line of attack against "mashers" by the local Police Department.

The program was requested by Police Commissioner Harry Toy and Mrs. Marion C. Hunter, police-women's division head.

Mrs. Hunter said that many calls having been coming in about women and especially children being molested in theatres, and to help guard against any such molestations, she gave the-

(*Continued on page* 5)

British Plan Would End or Lower Quota

Regulated by American Financing of UK Films

By PETER BURNUP

LONDON, Sept. 7.—Although a reduction of Britain's film quota in 1950 is now regarded as inevitable, a plan is being debated in government and other circles here which could lead to the complete abandonment of the quota principle.

It is reliably understood that the plan under discussion is designed to attract American money, preferably dollars, for the financing of British film production. The new quota would be flexible, the prevailing percentage regulated by the number of pictures financed here with American money.

Advocates of this plan believe the government is prepared to re-shuffle the whole quota arrangement, and even to abandon the quota principle, if Americans agree to the proposal. They believe that the approach to consideration of the plan will be on a governmental level rather than through the

(*Continued on page* 5)

Industry Video Meet Off to Tomorrow

WASHINGTON, Sept. 7.—The meeting of industry lawyers called by the Motion Picture Association of America to work out a "united front" on theatre television proposals to the Federal Communications Commission has been set back from tomorrow to Friday.

Meanwhile, it has been disclosed that representatives of all groups which were in attendance at the all-

(*Continued on page* 5)

MGM to Have 20 in Work by Year's End

HOLLYWOOD, Sept. 7.—With the return to the M-G-M studio of Dore Schary, vice-president in charge of production, following a month's vacation, six new pictures will go into production, making 20 productions to go before M-G-M cameras before the end of the year.

"Schary plans to continue efforts to

(*Continued on page* 5)

Capitol Here Cuts Admission Prices

Cuts in admission prices have been made by Loew's first-run Capitol here, effective today. The new scale will be: Monday through Friday, 55 cents from opening to one P.M., 90 cents to five P.M., and $1.25 to closing; Saturdays, 95 cents to noon, $1.25 to closing. The theatre is considering a new scale for Sundays and holidays.

Previous prices were: Monday to Friday, 80 cents from opening to noon, $1.00 to five P.M., $1.25 to six P.M., and $1.50 to closing; Saturdays, 95 cents from opening to noon, $1.25 to three P.M., $1.50 to closing; Sundays and holidays, $1.25 from opening to one P.M. and $1.50 thereafter.

24 Papers Already in For SMPE Convention

Some 24 papers on theatre and studio equipment and practices, motion picture photography, sound recording, film processing, lighting, and related subjects have already been assembled for the forthcoming 66th semi-annual convention of the Society of Motion Picture Engineers, it was announced by Norwood L. Simmons, chairman of the papers committee. The convention will be held Oct. 10 to 14 at the Hollywood Roosevelt Hotel, Hollywood.

New Melford-Rawlins Firm to Make Three

HOLLYWOOD, Sept. 7.—Frank Melford, producer, and John Rawlins, director, have formed Ventura Pictures Corp. First plans call for three pictures for Eagle-Lion.

The two, who first pooled their efforts in turning out "Massacre River," have set as their initial E-L film "The Boy from Indiana," which is scheduled to go before the cameras late in September. Lon McCallister was signed for the title role yesterday.

Bailey Named District Chief by M. P. Sales

Neil Agnew and Charles Casanave have appointed Tom Bailey district manager of the Motion Picture Sales Corp. Denver and Salt Lake City territories. His headquarters will be in Denver.

Book 'Vets' Film: Harvey

Rotus Harvey, head of the Pacific Coast Conference of Independent Theatre Owners, has joined William L. Ainsworth, president of Allied, and and Gael Sullivan, executive director of the Theatre Owners of America, in urging every theatre in the United States to play the Disabled American Veterans short "How Much Do You Owe?" which the motion picture industry has produced and is releasing as part of its enlarged public relations program.

Perlman to E-L

Rube Perlman has joined Eagle-Lion Films as special representative to concentrate on the David O. Selznick product which the company handles. Perlman had been for the past two years with Edward Small Productions.

Personal Mention

ROBERT O'BRIEN, Paramount secretary, and ROBERT WEITMAN, Paramount Theatres Service vice-president, left here yesterday for Los Angeles to attend the TOA convention.

•

SOL BLUMBERG, Philadelphia; MR. and MRS. R. W. KOKEN, Milwaukee; SAM KORMAN, Detroit; JACK ROSENBERG, Miami; MR. and MRS. ARCHIE D. EIEGEL, Washington; ED BANSON, Los Angeles, and IRVING MACK, Chicago, were weekend visitors at the New York Variety Club.

•

MILTON MOONEY, head of Co-operative Theatres of Ohio, Cleveland, became a grandfather with the birth of twins, PAT and MIKE, to his son, BLAIR MOONEY, booker for the company, and MRS. MOONEY. The children were born Monday at Cleveland.

•

JACK F. DAILEY, operations manager of Radio City Music Hall and a Lieutenant Colonel in the Army Reserve, has been assigned by the War Department to the New York headquarters of the Selective Service System.

•

CHARLES SCHLAIFER, head of the Schlaifer advertising agency here, is at Lake Tarleton Hotel, Pike, N. H., operated by WALTER JACOBS, who also operates the No-Name Theatre there.

•

KENNETH CLARK, MPAA information director, is en route to Los Angeles from Washington to attend the TOA convention.

•

DR. HERBERT T. KALMUS, Technicolor president, and ELEANORE KING, newspaper columnist, were married in Los Angeles on Tuesday.

•

JOSEPH CONLON, IATSE Motion Picture Home Office Employes Local No. H-63 business agent, is vacationing this week.

•

JACK WEDNER has been appointed to the legal staff of BARNETT SHAPIRO, resident attorney at the Monogram Hollywood studio.

•

MOE KERMAN, Favorite Films president, and MRS. KERMAN have returned here from Europe.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity director, is in Albany from New York.

•

GLENN ALLVINE is in Syracuse directing television and color photography at the New York State Fair.

•

ARMAND DENIS, producer of "Savage Splendor" for RKO, has returned here from the Coast.

DAVID O. SELZNICK is in New York after an extended visit in Europe.

•

JEAN HERSHOLT, GEORGE JESSEL, HARRY COHN, LOUIS B. MAYER and JACK WARNER will be in San Francisco today from Hollywood to attend a Saints and Sinners testimonial luncheon at the Fairmont Hotel for LOUIS R. LURIES, business leader.

•

EARL ST. JOHN, J. Arthur Rank Organization production executive, will leave here today for England aboard the *S.S. Mauretania*.

•

VANCE SCHWARTZ, Midwest circuit operator, was in New York yesterday from Cincinnati.

•

JEROME M. EVANS, Universal-International home office exploitation representative, returned to New York yesterday from Hartford and Bridgeport.

•

AL CROWN, vice-president of Samuel Goldwyn Productions, has left here for England and Germany on company business.

•

WILLIAM Z. PORTER, Monogram-Allied Artists traveling auditor, has returned to Hollywood from a tour of of Midwestern and Western exchanges.

•

ROBERT F. PINSON, head of Astor Pictures Exchange, Charlotte, has returned there from New York.

•

HAROLD LLOYD, Imperial Potentate of the Shriners, and MRS. LLOYD are in Cincinnati to attend a Shrine convention.

•

JERRY PICKMAN, Paramount assistant advertising-publicity director, has returned here from Atlanta.

•

ROBERT W. COYNE, Gamble Enterprises executive, will leave here tomorrow for the Coast.

•

E. O. WILSCHKE, Altec operating manager, is en route to the Coast from New York.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will leave here today for the Coast.

•

RUDY BERGER, M-G-M Southern sales manager, will leave Washington today for New York.

•

Y. FRANK FREEMAN, Paramount vice-president, has left New York for his Hollywood studio headquarters.

•

JULES LEVEY left here for Los Angeles yesterday.

Rob 3 'Frisco Theatres

SAN FRANCISCO, Sept. 7.—Jack Wodell, manager of the Roosevelt Theatre here, was held up by a gunman yesterday and robbed of $2,000. This was the third recent theatre robbery in this area. Safecrackers obtained $1,000 from the Drive-in Theatre at Palo Alto, while the Paramount, San Francisco, was held up last week.

Variety to Sponsor Game

To raise money for a special research fund for the Will Rogers Memorial Hospital at Saranac Lake, the Variety Club of New York Tent No. 35, will sponsor a professional football game between the New York Giants and the Detroit Lions at the Polo Grounds here on Nov. 20, it is announced by Max Cohen, local chief barker.

Set Promotions for 'The Gal' Premieres

Universal-International's "The Gal Who Took the West" will have a territorial world premiere in Nashville and Memphis next Wednesday as part of the 450 openings which have been set in the Atlanta, Charlotte and Memphis exchange areas.

Star Charles Coburn, accompanied by Phil Gerard, U-I's Eastern publicity manager, left New York yesterday to make radio appearances and meet newspaper representatives in the South. Maurice (Bucky) Harris, home office representative, is handling the campaign out of Nashville and Memphis; exploitation representative Al Burke is covering situations out of Atlanta and Charlotte and Ben Hill out of Birmingham, all under the direction of Charles Simonelli, in charge of national exploitation. A saturation ad campaign has been developed by Henry A. (Hank) Linet, Eastern advertising manager, who will also be in Atlanta for the premiere.

6 Dunlap Westerns In Last Quarter

HOLLYWOOD, Sept. 7.—Six Westerns, three of which will star Johnny Mack Brown, with Max Terhune, and three starring Whip Wilson, with Andy Clyde, will go before the cameras at Monogram during the last quarter of 1949, it was announced here by Scott R. Dunlap, president of Great Western Productions.

Starting dates set on the Brown features are Sept. 8, Oct. 31 and Dec. 12. Wilson's will start on Sept. 26, Oct. 10, and Nov. 21.

Kelly Names Tebay Trinidad Manager

Charles H. (Major) Tebay has been appointed manager of the United Artists office in Trinidad, with headquarters in Port-of-Spain, by Arthur W. Kelly, UA executive vice-president.

Tebay previously served in the Trinidad territory as the company's manager from 1937 to 1944.

Raise $30,112 for Fund

Public contributions totaling $30,112.86 were raised by Skouras Theatres here in behalf of the New York *Herald Tribune's* Fresh Air Fund and a check for that amount has been presented to the fund by Spyros Skouras, Jr. Skouras houses in and around New York showed a short, "This Is the American Way," made by Nick John Matsoukas, the circuit's community service director, during August.

Albany TOA to Meet

ALBANY, N. Y., Sept. 7.—First fall meeting of the Albany Theatre Owners of America will be held late this month, it was announced here by temporary chairman Harry Lamont.

Technicolor Dividend

Board of directors of Technicolor, Inc., at a meeting here yesterday, declared a dividend of 40 cents per share on common stock, payable on Oct. 4 to stockholders of record on Sept. 16.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South La Salle Street, Editorial and Advertising; Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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NGRID BERGMAN

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THE

WORLD PREMIERE
RADIO CITY MUSIC HALL
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Strange things happen to
INGRID
BERGMAN
JOSEPH
COTTEN
MICHAEL
WILDING
IN
ALFRED HITCHCOCK'S
UNDER CAPRICORN
COLOR BY
TECHNICOLOR

ARNER TRADE SHOW SEPT. 12

ANY
er Screening Room
. Pearl St. • 12:30 P.M.
ANTA
Century-Fox Screening Room
Wolton St. N.W • 2:30 P.M.
TON
Screening Room
Arlington St. • 2:30 P.M.
FALO
nount Screening Room
Franklin St • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 3:00 A.M.
CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.
CINCINNATI
RKO Poloce Th. Screening Room
Poloce Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Worner Screening Room
2300 Poyne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Poromount Screening Room
1225 High St. • 12:45 P.M.
DETROIT
Film Exchonge Building
2310 Coss Ave • 2:00 P.M.

INDIANAPOLIS
Universol Screening Room
517 No. Illinois St • 1:00 P.M
JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 2:00 P.M.
LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave • 2:00 P.M

MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 2:00 P.M.
MILWAUKEE
Worner Theatre Screening Room
212 W Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W 44th St. • 2:30 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.
PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Keorney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.
SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON Worner Theotre Building 13th & E Sts. N.W • 10:30 A.M.

WARNER BRO
ARE GEARED T
GO
AS NEVER BEFORE

CTED BY ALFRED HITCHCOCK PRESENTED BY WARNER BROS. A TRANSATLANTIC PICTURE

Screen Play by James Bridie Adaptation by Hume Cronyn
Based on the Play by John Colton and Margaret Linden • From the Novel by Helen Simpson

CBS to Give FCC Video Color Tests

WASHINGTON, Sept. 7.—Columbia Broadcasting System plans to conduct experimental color television broadcasts in the Washington area on or about Sept. 26, the date when the Federal Communications Commission is slated to begin its hearings on major television problems, including color and theatre television.

CBS president Frank Stanton has notified the FCC that it would make about 30 sets available, 25 of which can receive color and black-and-white and five which can receive color alone. RCA has already indicated it would conduct similar experiments during the same period.

James A. Harris, 60, Paramount Manager

James A. Harris, 60, manager of the Boston branch of Paramount Pictures for the past five years and associated with the firm since 1933, died suddenly last Friday at his office in that city, the company disclosed here yesterday.

After having served in World War I, Harris became associated with a number of stage productions, touring this country and Canada as stage manager. Before joining Paramount he was with Pathe. Surviving are the widow, and father, Rush R. Harris of Indianapolis.

Felix Hoffman, 61, S. F. 'Character'

SAN FRANCISCO, Sept. 7.—Felix Hoffman, 61, a favorite of vaudeville folk who played the old Orpheum on O'Farrell and Golden Gate, died of a heart attack here yesterday. Cliff Work, when manager of the old Orpheum, "adopted" Felix, who was one of the world's innocents.

In recent years, Hoffman fancied himself district manager of the Golden Gate. When he failed to appear at the theatre today, Mark Alling, Golden Gate manager, went to his room and found him dead.

Vote Union Shop at 20th

Screen Office and Professional Employes Guild here yesterday reported that a union shop was voted at the 20th Century-Fox home office. In favor were 266 with 43 against in the election which was conducted by the National Labor Relations Board.

SPG Strike Action Delay

The joint strategy committee of the Screen Publicists Guild has decided to postpone any definite strike action until after Sept. 21 at which time the Screen Office and Professional Employes Guild is scheduled to meet with a Federal conciliator.

BANKING FOR THE MOTION PICTURE INDUSTRY
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Reviews

"Under Capricorn"

(*Transatlantic-Warner Brothers*)

INGRID BERGMAN, Joseph Cotten and Michael Wilding in a Technicolor period drama directed by Alfred Hitchcock, has at the outset the primary markings of box-office success.

Set in Australia in the early half of the last century, "Under Capricorn" is a powerful love story with psychological overtones that traces Miss Bergman's transition from love to deterioration to regeneration. The picture's curious mixture of moods and atmosphere has been expressed in passages of striking intensity by Hitchcock, while an eloquent job of acting has been done by the principals, lending depth to the roles.

There is a leisurely construction to the screenplay which James Bridie based on the Helen Simpson novel. From early fragments of conversation it is learned that Cotten, now a prospering business merchant in Sydney, had been convicted for the murder of his wife's brother in Ireland and had been shipped to Sydney as a prisoner. His wife, Miss Bergman, had followed him, but now, despite his freedom, their marriage is far from a happy one. What is more, she is broken in spirit, and given to alcoholism and hallucinations. At this juncture, where the story actually opens, Wilding enters the scene as a dashing young man seeking his fortune in Australia. Hoping that Wilding's presence might have a curative effect upon Miss Bergman, Cotten invites him to his home.

From this point on, the story, heavily conversational in the beginning, gains in action and momentum, with Hitchcock having his cameras extract the most in suspense from the situations. Wilding seems to be working therapeutic wonders with Miss Bergman, but through the sinister intercession of the household manager, Cotten becomes jealously inflamed against Wilding. Anger and misunderstanding ebb and flow until a climax is reached in which Wilding is accidentally shot by Cotten. With her husband faced with hanging as a second offender, Miss Bergman confesses that it was actually she who had shot her brother.

It is obvious that this is chiefly grownup fare, strong both in acting and content. The grim events reach a happy denouement when Wilding refuses to press charges against Cotten, thus finally paving the way for Cotten and Miss Bergman to rebuild their lives on a more solid foundation. The honest and persuasive performances of the stars is matched by distinguished support by others in the cast, including Margaret Leighton, Cecil Parker, Dennis O'Dea and Jack Watling. A Transatlantic Pictures Production released by Warner Brothers, it is framed in magnificent settings and has evocative imagery.

Running time, 117 minutes. General audience classification. Release date, Oct. 10.

MANDEL HERBSTMAN

"Thieves' Highway"

(*20th Century-Fox*)

AN arresting showcase for the sultry talents of Valentina Cortesa is provided in "Thieves' Highway." The Italian actress, who is making her American debut in this 20th Century-Fox offering, performs with a style and zest that promises an important Hollywood career.

Trucking wars and mobster activities waged on the highways and in the markets of the fruit country of California form the background of the story. The picture is an uneven affair, at times excellent in dramatic quality, occasionally routine in its melodramatics. One of the best points of the picture is the visual atmosphere of realism which director Jules Dassin has achieved. With others in the cast including Richard Conte, Lee J. Cobb, Barbara Lawrence and Jack Oakie, the picture is stacked with enough qualities to make a good showing at the box-office.

Conte plays a rugged "G.I." who returns from the war to discover that his father lost his legs in a trucking "accident" engineered by a fruit marketer. A set of circumstances brings Conte into the same trucking business as his father, and it is here that he encounters the identical strong-arm activities and racketeering. While primarily engaged in transporting and marketing a truckload of fruit, Conte also is concerned with getting at the core of the dirty work. In this respect Conte displays an ability for talking tough and absorbing punishment.

The screenplay, by A. I. Bezzerides, has Conte engaged to Miss Lawrence, a fair-weather friend, who, upon learning of Conte's loss of money deserts him, allowing Miss Cortesa to replace her in his affections. Suggestive sequences and a rather savage battering which Conte delivers to the villain in the climax give the film an adult audience tag. Cobb does an excellent job as the conniving, sadistic marketer. Oakie, as a rival trucker, adds a genial lift to the proceedings. Robert Bassler's production is an unusually taut and explosive one within a familiar framework.

Running time, 94 minutes. Adult audience classification. For October release.

M. H.

Start Fabian Judging

ALBANY, N. Y., Sept. 7.—Lou Goldberg, Fabian Metropolitan district manager; Al Blumenthal, New Jersey district manager; Edward Fabian, roving zone manager, and Edgar Goth, publicity director of the Fabian-affiliated Wilmer and Vincent Theatres, have been in the Albany area judging houses for prize money on outstanding promotions by managers during the Fabian 35th anniversary drive.

Special Polio Trailer

A special trailer, entitled "Every Child's Right," has been made for the National Foundation for Infantile Paralysis by RKO-Pathe for use by theatres wishing to participate by active audience collections in the polio epidemic emergency drive which will begin today. The trailer, which runs under four minutes, is available immediately through the 3,000 chapters of the foundation.

New Trouble Abroad For Hollywood Films

WASHINGTON, Sept. 7.—New regulations in the Dominican Republic require all films in foreign languages, including English, to carry Spanish subtitles, the U. S. Commerce Department reported today. Moreover, films which "tend to spread ideas or doctrines contrary to the constitutional regime" and those "which contribute in any exaggerated or deceptive way toward misinterpretation of the habits and customs of other countries which are in good relations with the Dominican Republic" are barred under the new code.

The Commerce Department also reported that Ceylon theatre interests fear that drastic cuts in U. S. film imports will be made as a result of the decision of the Commonwealth Finance Ministers' Conference to curtail dollar imports.

In 1948 the island imported nearly $231,000 of U. S. films, while the value of British films amounted to only $78,000. Exhibitors in Ceylon are reported to have declared that the government should not curtail U. S. film imports in any plan to restrict dollar expenditures. One theatre owner is quoted as declaring that "the cinema is the poor man's entertainment, and England alone cannot supply the demand if American films are shut out."

Convention Dinner to Hear 3 TOA Leaders

HOLLYWOOD, Sept. 7.—Three Theatre Owners of America spokesmen have been designated by the organization's executive board to represent exhibition's phase of industry activity at the Sept. 14 exhibitor-producers dinner which will be a highlight of the TOA national convention to be held next Monday through Thursday in Los Angeles.

Speakers and the subject each will discuss are: TOA president Arthur Lockwood, "Industry Unity and Public Relations"; television committee chairman Mitchell Wolfson, "Distributors' Relations to Exhibitors on Television," and TOA board chairman Ted R. Gamble, "Distributors' Relations to Exhibitors on Motion Pictures." Spokesmen for producers have yet to be named.

Penalize Five Theatres

Five theatres in Buenos Aires have been closed for two days for failure to exhibit the minimum number of Argentine films, according to press dispatches from there. Authorities reportedly said that the affected theatres had not screened a single native picture released this year.

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A GOOD NAME TO REMEMBER FOR LABORATORY WORK · 16 mm, 35 mm

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To Halt 'Mashers'

(*Continued from page* 1)

atremen the following instructions, in behalf of the police department.

If possible, segregate unescorted children from adults who are not escorting children to the theatre.

To assign a matron to chaperon children who attend theatres, especially during children matinees.

Consider other means of lighting in theatres.

Have dim balconies and stairways patrolled.

Have more lights on dim balconies and stairways.

Mrs. Hunter told ushers and theatre managers to watch out for:

The man who moves about too often, and seats himself next to unaccompanied children.

The man who loiters in an around the rest rooms of theatres.

The man who loiters in dim corners or out-of-the-way corridors and stairways.

The man who is too frequently in attendance at children's matinees.

The man who is too lavish in buying candy or treats for children not in his company.

The man who expresses too much interest in the location of children's home addresses.

Mrs. Hunter said, "There is a natural interest in children by adults that must not be mistaken for improper intent. However, the citizen who is genuinely interested in the welfare of the children will not resent your investigation."

"Don't be afraid to call for police assistance at any time you are in reasonable doubt of a person's intentions," Mrs. Hunter said.

MGM's 20 in Work

(*Continued from page* 1)

reduce costs and maintain quality," said a company statement.

With a program goal of about 40 pictures for the current season, plans are to complete half of the schedule by the end of 1949.

Set to go before the cameras immediately are: "You're Only Young Twice," to be directed by William Wellman and produced by Carey Wilson; "A Life of Her Own," starring Lana Turner with Vincente Minnelli directing and Voldemar Vetluguin producing; "Annie Get Your Gun," in Technicolor, starring Betty Hutton, directed by George Sidney and produced by Arthur Freed; "The Reformer and the Redhead," co-starring June Allyson and Dick Powell, with Norman Panama and Melvin Frank directing and producing; "Mystery Street," directed by Joseph Losey and produced by Frank Taylor, with Ricardo Montalban starred, and "Visa," starring John Hodiak, with John Berry directing and Sam Marx producing.

"Battleground," "Adam's Rib," and "Intruder in the Dust" are scheduled for immediate release.

Next week Schary will confer on product and sales plans with Louis B. Mayer, vice-president in charge of studio activities, and William F. Rodgers, sales vice-president, who is scheduled to arrive from New York over the weekend.

RKO Passes Dividend

The board of directors of RKO, at a meeting here yesterday, decided to take no action with regard to a dividend on common stock. The company paid dividends of 60 cents per share previously in 1949.

$14-Million in UK

(*Continued from page* 1)

tention is focusing on the monetary conferences now underway in Washington among U. S., Canadian and British officials. According to banking spokesmen here, the Capital parleys have had the immediate effect of bringing virtually all foreign exchange transactions to a standstill. Just how the U. S. film business will be affected is not apparent at the moment, it is said, for the obvious reason that the results of the meetings could only be a matter of speculation. But if a consequence of the parleys is some form of re-establishing British currency, it will doubtless have some bearing on U. S. investments in England.

Establishment of a common U. S.-British currency or devaluation of the British pound both are discounted as likely by film industry observers.

Industry Video Meet

(*Continued from page* 1)

industry conference on public relations in Chicago last week have been asked to the MPAA's video session.

MPAA officials indicated that the reason for the postponement was because certain attorneys could not be present for the meeting tomorrow.

The MPAA delegation will be headed by president Eric Johnston, who has postponed his departure for the West Coast to attend. Other MPAA officials attending the conference will be Edward T. Cheyfitz, head of the television division, and Sidney Schreiber, Joyce O'Hara and Jerry Cahill. Representing 20th Century-Fox will be former Army Secretary Kenneth C. Royall and Vincent B. Welch. Abe Fortas will speak for Paramount, and William Porter for Loew's. The Theatre Owners of America will be represented by Marcus Cohn, and Allied States Association by general counsel Abram F. Myers.

ATC Launches Own

(*Continued from page* 1)

gave the keynote address at the morning session in which he outlined the plans to carry out a business building and public relations campaign on a scale seldom, if ever, exceeded here.

Coming product was outlined by representatives from the various film companies, with major selling points and exploitation values of all major pictures discussed in detail before the assembled managers and executives.

Among those who participated were: Bill Horan, Al Daytz and Art Moger, Warner; Al Kane, John Moore, Jack Brown and Arnold Van Leer, Paramount; James Winn, Irving Mendelsohn, United Artists; Thomas O'Brien, Columbia; Edward Callahan, James Connolly, John Feloney, Sam Berg and Phil Engel, 20th Century-Fox; Gus Schaeffer, Ross Cropper, Terry Turner, and Ralph Banghart, RKO; William Scully, Tom Donaldson, and Abe Bernstein, Universal; Ben Rosenwald, Ben Bebchick and Ken Prickett, M-G-M; Harry Kirchgessner, National Screen Service.

Raibourn's UK Trip

Paul Raibourn, Paramount vice-president and economist, reported here yesterday that his four-week trip to England on the company's 'frozen' financial affairs was "most successful" but beyond that he would not comment.

Three Features, Six Cartoons for 15 Cents

Cincinnati, Sept. 7.—An entertainment bargain of no mean length is being featured at the Strand, downtown independent subsequent-run house, where three features and six cartoons are being shown at 15 cents until one P. M.

'B' Pool

(*Continued from page* 1)

American area of "Hamlet" and "The Red Shoes" will not be added to the "B" pool. The pool represents the sum in excess of the $17,000,000 which may be withdrawn by American companies from annual earnings in Britain under the monetary agreement.

Warners and Columbia were most critical of the Universal and Eagle-Lion deals. The latter companies take the position that the deals with Rank are not violations of the agreement, but are permitted under its language. Universal had pointed out the loopholes in the agreement's language previously and entered into its recent reciprocal deal with Rank only after other companies had apparently availed themselves of the loopholes. Virtually all "B" pool earnings would be accounted for by the American receipts from "Hamlet" and "Red Shoes."

Yesterday's meeting reach no conclusions and another will be held by the company attorneys in the near future to discuss the matter further.

British Quota Plan

(*Continued from page* 1)

Motion Picture Association of America.

Regardless of the ultimate fate of the plan, it appears inevitable that the British Board of Trade president Harold Wilson will be compelled to reduce the quota next year. It is common knowledge that quota defaults will be numerous under the 45 per cent quota expiring at the end of this month, due to recently decreased British production and to the refusal of the Films Council to grant quota tickets to theatres playing reissues. This situation, too, is likely to make the default incidence graver during the first six months of the 40 per cent quota, starting Oct. 1.

Eric Johnston, MPAA president, is expected here about Oct. 8 in the course of his ECA mission to Europe but his associates here deprecate the possibilities of his undertaking any important industry business then.

New Producing Firm

(*Continued from page* 1)

adapted by Ed Earl Repp from his original "Gun-Son of the Short Grass Trail." The company owns eight other story properties. It expects to have its first on the market by spring.

R. D. Ervin, Colorado theatre owner, is president; Sam Langwith, theatre supply dealer, is executive vice-president; Vernon S. (Captain Ozzie) Waters, film and radio actor, is a vice-president; Mark O. Rice is treasurer; Pete Morrison, cowboy actor, is technical advisor; Elmer G. Dyer is cameraman, and B. Reeves Eason, the producer and director.

EVERYBODY'S SAYING IT:

"Funniest picture of my life!"

EXCAVATION DANGER

"My Friend Irma"

Produced by Hal Wallis for Paramount
from everybody's favorite radio show

ON THEIR WONDERFUL WONDERFUL WAY!!!

COME TO THE STABLE

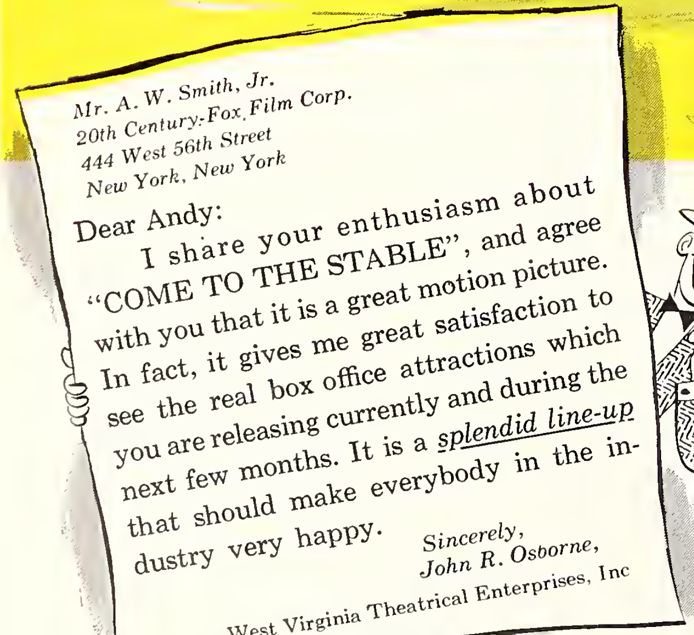
Matching "Snake Pit" in Boston—as audiences cheered! Smash in Philadelphia, Miami, Baltimore, Atlantic City, Oakland! On its way to big money — everywhere!

SLATTERY'S HURRICANE

Zooms to sensational business in Boston, New Bedford, Denver, Providence, Kansas City, Portland, Me.! Widmark's back in high-powered boxoffice action!

I WAS A MALE WAR BRIDE

The happiest pick-up in boxoffice history—terrific at Roxy, N. Y., Los Angeles, Phoenix, Asbury Park, Salt Lake City! Hold extra time for this one!



Mr. A. W. Smith, Jr.
20th Century-Fox Film Corp.
444 West 56th Street
New York, New York

Dear Andy:

I share your enthusiasm about "COME TO THE STABLE", and agree with you that it is a great motion picture. In fact, it gives me great satisfaction to see the real box office attractions which you are releasing currently and during the next few months. It is a splendid line-up that should make everybody in the industry very happy.

Sincerely,
John R. Osborne,
West Virginia Theatrical Enterprises, Inc

...Book into this "splendid line-up" now!

COME TO THE STABLE • SLATTERY'S HURRICANE • YOU'RE MY EVERYTHING • HOUSE OF STRANGERS • IT HAPPENS EVERY SPRING • THE BEAUTIFUL BLONDE • FORBIDDEN STREET • MR. BELVEDERE GOES TO COLLEGE • MOTHER IS A FRESHMAN • A LETTER TO THREE WIVES • CANADIAN PACIFIC • SNAKE PIT • THE FAN • YELLOW SKY • CHICKEN EVERY SUNDAY • THAT WONDERFUL URGE • DOWN TO THE SEA IN SHIPS

There's No Business Like 20th Century-Fox Business

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 49 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 9, 1949 TEN CENTS

UA Releases Are Set for Next 9 Months

Producers Busy, Company In Good Shape: Le Sieur

As a result of increasing independent production, United Artists is set to distribute a minimum of 15 features from now to May and has in sight more than an adequate supply of product well beyond that time, Howard Le Sieur, UA's advertising-publicity director, disclosed here yesterday. The 15 are either completed or near completion and numerous others are in preparation, he said.

At a press luncheon-meeting, Le Sieur reported that independent producers are now moving in high gear with new sources of financing replacing bank money, which is continuing scarce. He cited, for example, Stanley Kramer's new alliance with a California group of produce dealers and the stepped-up activity of private investment companies.

Le Sieur and Al Tamarin, UA publicity chief, have returned to New York from a three-week visit on the Coast.

While bank deals still are few, Le

(Continued on page 4)

Confident of FCC Theatre TV Hearing

WASHINGTON, Sept. 8.—Industry lawyers are going ahead on the assumption that the Federal Communications Commission will at least hold hearings on their requests for theatre television frequencies.

This is apparent from the fact that one item on the agenda of the all-industry theatre television meeting at

(Continued on page 4)

Staggered Openings To Spread Business

San Francisco, Sept. 8.—Some theatre operators of downtown first-run houses are considering a plan under which each would stagger the opening days of new pictures to permit maximum first-day business for each theatre instead of the smaller grosses resulting from simultaneous premieres at all or several houses.

Exhibitors Pick Clift Top 'Star of Tomorrow'

HOLLYWOOD, Sept. 8.—Montgomery Clift, the trigger-trained cowman in "Red River" and the Manhattan dandy in the upcoming "The Heiress," is the Number One "Star-of-Tomorrow," according to *Motion Picture Herald's* ninth annual poll of America's exhibitors.

The combined vote of circuit and independent exhibitors picked the remaining nine of the top 10 "Stars of Tomorrow" in the following order: Kirk Douglas, Betty Garrett, Paul Douglas, Howard Duff, Pedro Armendariz, Dean Stockwell, Wanda Hendrix, Wendell Corey and Barbara Bel Geddes.

The 10 selected by circuit exhibitors alone were named in this order: Clift, Kirk and Paul Douglas, Miss Garrett, Duff, Armendariz, Miss Hendrix, Corey, Stockwell and Stephen McNally.

The 10 selected by independent exhibitors were named in this order: Clift, Kirk Douglas, Miss Garrett, Paul Douglas, Stockwell, Armendariz,

(Continued on page 4)

Sullivan Sees 'P. R.' Plan Top TOA Task

HOLLYWOOD, Sept. 8.—Theatre Owners of America executive director Gael Sullivan this afternoon told the trade press the most important matter on the convention agenda is approval of the public relations program worked out by the all-industry conference last week in Chicago. Sullivan gave this No. 1 spot on a four-point list of major convention objectives he discussed with reporters.

Sullivan's listing gave second place to theatre television. He paid tribute to Si Fabian, head of Fabian Theatres, New York, as a leader in this field. Third ranking went to taxation and legislation, with litigation fourth.

(Continued on page 4)

More Sears-Hughes 3-Film Swap Talks

United Artists president Gradwell Sears has left New York for the Coast reportedly to resume discussions with Howard Hughes on a deal whereby Hughes would recoup distribution rights to three of his films from United Artists, in turn for which Hughes would provide financing for three others.

Following his acquisition of control

(Continued on page 4)

Walsh, Laboratories Reach an Agreement

After two weeks of meetings here, the distributors' negotiating committee and an IATSE group headed by "IA" international president Richard F. Walsh have reached a new contract agreement designed to avert a threatened strike in the East by Laboratory Technicians Local No. 702.

Terms of the agreement will be presented to the local's membership this weekend for ratification.

20th Stockholder Suits Terminated

The Appellate Division of the New York Supreme Court yesterday dismissed three appeals taken by objecting stockholders from the judgment approving a settlement of minority stockholders' suits against officers and directors of 20th Century-Fox and four managers of its National Theatres subsidiary.

Milton Pollock, general counsel for the plaintiffs, stated that the dismissal of the appeals clears the way for implementing the settlement, thus ending the controversies existing between stockholders and the management.

The dismissals follow the failure of objections to proceed therewith under

(Continued on page 4)

AAAA Defies AFM In AGVA Dispute

"Unanimous defiance" from representatives of all performers' unions to the order of AFL's American Federation of Musicians president James C. Petrillo that "no member of the AFM is permitted to join or remain a member of the American Guild of Variety Artists" was issued here yesterday following a meeting of the international board of the Associated Actors and Artistes of America (AAAA-AFL), which represents 90,000 performers who are members of AFL unions in the entertainment field, including the Screen Actors and Screen Extras guilds.

Petrillo's order followed AGVA's assessing an AFM musician $5 at

(Continued on page 4)

Salesmen Ask Retirement, Health Clause

$85 Weekly Is Minimum Sought by Colosseum

By CHARLES L. FRANKE

Demands for retirement benefits and hospital, health and accident insurance for the country's film salesmen have been handed the distributors by the Colosseum of Motion Picture Salesmen of America in the current negotiations here for a revised union contract, it was disclosed yesterday by David Beznor, Colosseum attorney.

In addition to those benefits, the union has asked for a general salary increase of 25 per cent for the 1,000 salesmen employed by the 11 distributors involved, and has stipulated a new weekly salary minimum of $85. Beznor said the present minimum is about $70 per week.

Another demand which is being considered by the companies' representatives, who are meeting daily with Beznor and a union negotiating com-

(Continued on page 4)

MPEA, ECA Near New German Deal

WASHINGTON, Sept. 8.—European Cooperation Administration and Motion Picture Export Association officials are near an agreement to make the ECA's information media guaranty continue in effect through Sept. 30.

This would not involve new money, but would continue the availability of funds still unused under the old con-

(Continued on page 4)

UK Film Unionists Fear Quota's End

London, Sept. 8.—Fear that an end to the 45 per cent quota might make Britain a "dumping ground" for American films was expressed by film workers unions representatives at the Trades Union Congress, who reported to their fellow unionists on the reduction in production here that has left a third of British studios idle.

Personal Mention

E. C. GRAINGER, Shea circuit head, accompanied by **ARTHUR F. DRISCOLL**, of the law firm of O'Brien, Driscoll, Raftery and Lawler, left here yesterday for Pittsburgh, to begin a tour of all company theatres in Pennsylvania, Ohio and New York.

•

WALTER F. HELM, with the Allen circuit for 23 years in various Ontario cities, has announced his resignation as manager of the Avon and Classic Theatres, Stratford, Ont., effective Sept. 30.

•

FRANK WHITBECK, Metro-Goldwyn-Mayer studio director of publicity, and **RALPH WHEELWRIGHT**, assistant to **HOWARD STRICKLING**, studio advertising director, are in San Francisco today from Hollywood.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will attend the annual convention of the Allied Theatre Owners of New Jersey at Atlantic City next week.

•

MARTY WEISER, Warner exploitation man, will arrive in Denver on Monday, en route to Portland and Seattle from his San Francisco headquarters.

•

JACK ROSE, Washington; **PAUL SUMMERVILLE**, Toronto; **JOE HILLER** and **WELDON TRACKIN**, Pittsburgh, visited the New York Variety Club this week.

•

MRS. ANNA BELL WARD OLSON of Ward Enterprises, Lexington, Ky., has left there to attend the Theatre Owners of America convention at Los Angeles.

•

J. D. WOODWARD, former publicity representative for Warner Brothers at Atlanta, has been appointed manager of the Peachtree Art Theatre there.

•

ALBERT J. SINER, assistant manager of the Strand Theatre, Providence, has been appointed manager, succeeding the late **EDWARD C. REED**.

•

JOSEPH R. VOGEL, Loew's vice-president, and **HARRY MOSKOWITZ**, chief engineer of construction, are in Los Angeles from New York.

•

LOU ARRU of the Skyway Drive-In Theatre, Louisville, will attend the TESMA convention and trade show at Chicago, Sept. 26-28.

•

MARCELLO GIROSI, Super Film president, has returned here after a three-month trip to Europe.

•

MICHAEL CURTIZ will return to Hollywood from New York over the weekend.

B'way to Get TV Center

Plans for a 20-story television center to occupy the Broadway block between 51st and 52nd Streets here have been filed with the Department of Housing by John Sloan Associates, architects for Herbert J. Freezer, sponsor of the project.

Selznick's 'Third Man' Due in 8 Weeks

David O. Selznick will leave New York for the Coast over the weekend to supervise cutting of "The Third Man" which he produced in Vienna and which he plans to release here in about eight weeks. The film stars Joseph Cotten, Orson Welles and Valli.

Selznick intends to leave soon for Wales where "Gone to Earth" is now in production under the Selznick-Alexander Korda banner. Reports have it that the producer has some ideas on experimental television and additional film production in Europe.

Memphis Censor OKs M-G-M's 'Intruder'

MEMPHIS, Sept. 8.—Claude Binford, Memphis film censor, has approved showings here of M-G-M's "Intruder in the Dust," produced by Clarence Brown from William Faulkner's novel of the same title about a Negro who had been threatened with lynching.

As a result, M-G-M is proceeding with plans for full-scale campaigns in Louisiana, Mississippi and Tennessee, starting with a world premiere in Oxford, Miss., the setting of the story, on Oct. 11, followed by an opening in Memphis on Oct. 12.

Legion Lists Eight, Czech Film Gets 'C'

Eight additional films have been reviewed by the National Legion of Decency with Verity Films' "Rozina, the Love Child," a Czech film, receiving a Class C rating.

In Class A-1 are Columbia's "Cowboy and the Indians" and "Horseman of the Sierras," and RKO Radio's "She Wore a Yellow Ribbon." In Class A-II are Universal - International's "Abandoned" and "The Gal Who Took the West," and Warner Brothers' "House Across the Street." In Class B is M-G-M's "Border Incident."

Arnall Attends Meet

WASHINGTON, Sept. 8.—Society of Independent Motion Picture Producers president Ellis Arnall is here to attend the two-day session of the National Commission for UNESCO, to be held tomorrow and Saturday. Arnall is a member of the National Commission and also an adviser to the U. S. delegation to the fourth general UNESCO conference at Paris, Sept. 19 to Oct. 5.

New U. S. Post for Griffis

WASHINGTON, Sept. 8.—President Truman announced today that he will appoint Stanton Griffis, chairman of Paramount's executive committee, as U. S. Ambassador to Argentina. Griffis recently resigned as Ambassador to Egypt, and before that was Ambassador to Poland.

Phila. Variety to Golf

PHILADELPHIA, Sept. 8.—Variety Club of Philadelphia, Tent No. 13, will hold its annual golf tournament and dinner-dance on Sept. 16 at the Whitemarsh Country Club. Nate Milgram is chairman of the committee in charge.

Drive-Ins, 'Regulars' Conflict on D. S. T.

LOS ANGELES, Sept. 8.—Exhibitor opposition to daylight saving, traditional since World War I, appears likely to undergo a complete reversal if the situation now shaping up in California is symptomatic of what will happen across the country later on.

A fortnight ago, drive-ins, spearheaded by the Pacific Drive-In Corp., organized forces to oppose a daylight saving measure coming up for a vote in the November state election. Standard theatre operators did not take the field against the measure, as in the past, and now Fox West Coast executives decline to deny reports that the circuit will campaign actively for the measure's passage. Other large standard-house circuits likewise refrain from stating their position on the matter, and independents questioned withheld comment.

Film Row comment, meanwhile, simmered down to the view that any measure which will tend to bring back to standard theatres patronage which has been drained off by drive-ins warrants support.

Netter Heads Altec Anniversary Drive

L. D. Netter, Jr., national sales representative of Altec Service Corp., has been appointed as drive captain for the company's national sales drive, it was announced at a press reception given at the home office yesterday.

The reception marked the company's 12th anniversary. The drive, which opens Sept. 12 and runs for 12 weeks, will provide cash prizes for the men in field, H. M. Bessey, executive vice-president, announced.

McCabe Joins Eagle-Lion

With the addition of Tom McCabe, formerly with Margaret Ettinger, to the Eagle-Lion publicity department, E-L publicity manager Leo Brody now has a contact staff of three. McCabe will handle syndicate and column contacts, with Ruth Cosgrove handling fan and national magazines and radio, and Phil Cowan in charge of trade press and daily newspapers.

Benjamin B. Reingold, 60

HOLLYWOOD, Sept. 8.—Benjamin B. Reingold, 60, who retired a year ago after 20 years as manager of the Fox exchange at St. Louis, died last night at his home in Santa Monica of a heart attack. The widow, a brother, a sister, and a nephew, John Evans, survive. Private services will be held Saturday.

de Rochemont Picks Next

The next RD-DR Corp. feature to be produced by Louis de Rochemont will be "Prison Without Walls," story suggested by Frederic Sondern, Jr.'s article in the September issue of *Reader's Digest.*

Takes Rochester's Capitol

ROCHESTER, N. Y., Sept. 8.—Howard G. Carroll of the Strand Theatre here, has taken over the Capitol from Paramount Theatres.

St. John Ends Study Of Marketing in US

Earl St. John returned to London on the *S.S. Mauretania* yesterday, admittedly better acquainted with "specialized" marketing of British films here. He said that he is convinced of the value of special treatment for such films as "Quartet," which have played single houses in key cities on extended runs.

A producer under the J. Arthur Rank banner, St. John said "Quartet" will be followed by one film incorporating three more stories by Somerset Maugham and another with three or four stories by Noel Coward.

St. John spent a month here studying the market and setting other deals such as the Rank-Universal-International project to produce jointly in England with expenses shared and with Rank taking Eastern Hemisphere rights and U-I taking Western.

Gluckman to Show Screen

LOS ANGELES, Sept. 8. — Herman Gluckman, president of Nu Screen Corp., will arrive here tomorrow from New York to arrange for the Western presentation of his new Glascreen to Coast showmen at an exhibit at the Theatre Owners of America convention which will get under way at the Ambassador Hotel here starting Monday. Created by Owens-Corning Co., Glascreen is a new motion picture screen made of a special seamless woven fiberglass.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
BING CROSBY · ANN BLYTH
BARRY FITZGERALD · HUME CRONYN
in "Top O' the Morning"
PARAMOUNT
in Person
CARMEN CAVALLARO AND HIS ORCHESTRA
plus GARY MORTON
THE VANDERBILT BOYS
Extra
THE DE MARCO SISTERS
MIDNIGHT FEATURE NIGHTLY

Loretta YOUNG · Celeste HOLM
with DOOLEY WILSON in
"Come TO THE STABLE"
20th Century-Fox
Air Conditioned
Rivoli
B'way & 49 • Doors Open 9:30 A.M

CARY GRANT - ANN SHERIDAN
"I WAS A MALE WAR BRIDE"
A 20th Century-Fox Picture
On Variety Stage— JACK HALEY MARTHA STEWART
On Ice Stage— "HAWAIIAN NIGHTS"
Starring JOAN HYLDOFT and ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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HE CRITICS ARE AT

WHITE

E OF THE MOST EXPLOSIVE PICTURES CAGNEY OR ANYONE HAS EVER PLAYED!"
BOSLEY CROWTHER — N. Y. TIMES

T ON THE EDGE OF YOUR SEAT AND LET CAGNEY RATTLE YOUR TEETH WITH EXCITEMENT!"
ALTON COOK — N. Y. WORLD-TELEGRAM

GNEY'S BACK IN FORM—THE SORT OF ROLE THAT BROUGHT HIM FILM FAME!"
KATE CAMERON—N. Y. DAILY NEWS

RRIFIC! 'WHITE HEAT' IS DYNAMITE! ANOTHER CAGNEY KNOCKOUT!"
JIM O'CONNOR—N. Y. JOURNAL-AMERICAN

HEAT

JARANTEED TO ROCK YOU RIGHT OUT OF YOUR SEAT!"
LEE MORTIMER—N. Y. MIRROR

IGNEY IS SO TREMENDOUS, YOU JUST HAVE TO SAY, 'THIS IS IT!'"
ARCHER A. WINSTEN—N. Y. POST HOME NEWS

HAS YOU ON THE EDGE OF YOUR SEAT FROM START TO FINISH!"
HOWARD BARNES—N. Y. HERALD-TRIBUNE

BING-BANG THRILLER THAT WHIRLS ALONG LIKE A CYCLONE!"
EILEEN CREELMAN — N. Y. SUN

VER WARNER BROS. RED HOT

ECORD-SMASHER AT THE N.Y. STRAND!

MES CAGNEY · VIRGINIA MAYO 'WHITE HEAT' with EDMOND O'BRIEN FRED CLARK directed by RAOUL WALSH · produced by LOUIS F. EDELMAN

Screen Play by IVAN GOFF and BEN ROBERTS · Suggested by a Story by Virginia Kellogg · Music by Max Steiner

UA Schedules 15

(*Continued from page* 1)

Sieur said he expects they will be resumed as independent production activity increases with other financing. Le Sieur stated that the prospect of a substantial line-up for UA has "given us a new feeling of confidence," in contrast to earlier uncertainties.

In addition to the 12 producing units now aligned with UA, others are expected to enter releasing pacts with the company, Le Sieur said. These include Edward A. Golden, who is now starting "Guilty of Treason," and Ronald Alcorn, who has "Johnny Holiday" in production.

Le Sieur reported that Jack Dempsey is taking an active role in production and is now considering a series of sports subjects. He is associated with Harry Popkin and Edward Ludwig in the production of "The Big Wheel," which is now being edited.

UA's product schedule from September through May, 1950, follows:

"Red Light," George Raft and Virginia Mayo, produced by Roy Del Ruth; "Without Honor," Laraine Day, Dane Clark, Franchot Tone, a Nasser production; "The Big Wheel," Mickey Rooney, Thomas Mitchell, a Popkin-Stiefel-Dempsey production; "A Kiss for Corliss," Shirley Temple, David Niven, produced by Colin Miller; "Mrs. Mike," Dick Powell, Evelyn Keyes, produced by Samuel Bischoff.

"Gun Crazy" (tentative title), Peggy Cummins, John Dal, produced by the King Brothers; "Wayward Angels," Paul Henreid, Catherine McLeod, produced by Edward J. and Harry Lee Danziger; "Indian Scout," George Montgomery and Ellen Drew, produced by Edward Small; "Champagne for Caesar," Ronald Colman, Celeste Holm, Barbara Britton, a Harry Popkin-George Moskov production; "Quicksand," Mickey Rooney, Peter Lorre, a Rooney-Stiefel production.

Also, "Love Happy," Marx Brothers, Vera-Ellen, Marion Hutton, Ilona Massey, produced by Mary Pickford and Lester Cowan; "Dead on Arrival," Edmond O'Brien, Pamela Britton, produced by Harry M. Popkin; "The Whip," Dan Duryea, Gale Storm, Michael O'Shea, produced by Hal E. Chester; "Johnny One-Eye," Wayne Morris, Pat O'Brien, produced by Benedict Bogeaus, and "The Men," Marlon Brando and Terese Wright, produced by Stanley Kramer.

MPEA, ECA Deal

(*Continued from page* 1)

tract. Originally, the MPEA was guaranteed $457,000 toward the cost of releasing a specified number of films in Germany for the year ending July 31, 1949. ECA officials said that not all of these films were released on schedule, and that the MPEA reported some drop in distribution costs, so that the previous contract can be extended for another 60 days without increasing the $457,000 total.

An MPEA application for guaranty of a "very large amount of money" for distribution in Germany during the last three months of 1949 has been forwarded to the Bi-Partite Board in Germany for action. This guaranty would include convertibility of some profits; until now, ECA has guaranteed convertibility only of actual distribution costs.

ECA officials indicated that they had applications from close to a dozen film companies for guaranty contracts for distributing films in Germany after Jan. 1, when the MPEA is slated to end its distribution activities in that country. They said these applications, which run to "quite a large total," came from both members and non-members of the MPEA. Guaranty of some percentage of profits is asked in practically every application, the government spokesmen declared. They indicated there would be no action on these applications until close to the end of the year.

'Stars of Tomorrow'

(*Continued from page* 1)

Duff, Janet Leigh, Miss Hendrix and Corey.

The "Stars-of-Tomorrow" poll, inaugurated in 1941, is *Motion Picture Herald's* mid-year companion canvass to its 16-year-old "Money Making Stars" poll, the industry's oldest and most universally accredited yardstick of talent values. Both polls are conducted by direct mail ballot and present the findings of theatre operators, both independent and circuit, in intimate and constant contact with the public that speaks its mind in the crystal-clear language of the box-office dollar.

Seven Men Lead

This year the poll installs the sterner sex in seven of its "Top Ten" placements, a notable divergence from the preceding 12-month period, when a single male made the grade. Just what this switch in emphasis may signify with respect to the state of popular preference is doubtless a question of special interest to story editors, casting directors and production executives in general, but that is a matter apart, for *Motion Picture Herald* polls deal only in facts of record.

In the 1948 poll the exhibitors elected Jane Powell, Cyd Charisse, Ann Blyth, Celeste Holm, Robert Ryan, Angela Lansbury, Jean Peters, Mona Freeman, Eleanor Parker and Doris Day.

To the press the balloting is a tip-off to the identity of the personalities about whom the reading public wants to learn more than it knows, and this translates into special articles and features of various kinds. Taken together, these three outgrowths of the poll carry forward the wishes of the box-office public with respect to entertainers who have won their favor, with benefits accruing to all concerned.

Canada Agrees on Six

Canadian exhibitors agreed with U. S. showmen in six out of 10 selections with the three top "Stars-of-Tomorrow" in the American poll taking the top three positions in the Canadian, although in not quite the same order. In first place in the Canadian tabulation is Kirk Douglas, followed by Clift, then Miss Garrett. These players placed two, one and three, respectively, on this side of the border. Other players appearing in both pollings are Paul Douglas, Stockwell and Miss Hendrix. Dorothy Malone, number 11 in the American poll, was put into the number nine spot by Canadian exhibitors; Audrey Totter, number seven in the Canadian poll, was rated 14th by U. S. exhibitors, and Stephen McNally, who was voted 13th on this side of the border, took the number 10 position in Canada.

The combined vote of circuit and independent exhibitors in the U. S. balloting resulted in the selection of the next 15 as follows, in order: Dorothy Malone, Janet Leigh, Stephen McNally, Audrey Totter, John Derek, John Ireland, Ricardo Montalban, Terry Moore, Betsy Drake, Jane Greer, Rory Calhoun, Rhonda Fleming, David Brian, Guy Madison and Marguerite Chapman.

20th Stockholder Suit

(*Continued from page* 1)

the terms of a trial order made by the Appellate Court on June 27, which extended until Sept. 3 the time for the appellants to file records and briefs. Earlier this year, Supreme Court Justice Ferdinand Pecora confirmed referee Jacob S. Demov's report recommending approval of the settlement of nine consolidated actions.

On the basis of this ruling, Federal Judge Simon H. Rifkind on June 9 dismissed six consolidated actions and one additional action pending in the U. S. District Court here, and claiming some or all of the same relief as that claimed in the state court cases. Final settlement carries present benefits exceeding $1,750,000, as well as future benefits of $1,750,000 to 20th-Fox and National through executives' salary savings expected over seven years, beginning with 1948.

Top TOA Task

(*Continued from page* 1)

Herman Levy, TOA counsel, who took part in the press conference, said he will petition on Monday for authority to seek an appointment as *amicus curiae* by New York U. S. District Court in an endeavor to clarify an asserted discrepancy between its directives and the Supreme Court ruling on compulsory bidding.

Questioning with regard to prospects for obtaining reduction of the Federal tax on admissions led to a discussion of all excise taxes by Sullivan, who said the government has met industry requests for relief with the counter-suggestion that the petitioners propose some other source of revenue which would produce a similar amount under acceptable conditions.

The Ambassador Hotel today was rapidly taking on a convention aspect, with delegates—which Sullivan estimated would number 750—arriving from all quarters.

Theatre TV Hearing

(*Continued from page* 1)

Motion Picture Association of America headquarters tomorrow is the working out of some common presentation to the FCC once it sets a date for hearings.

There were two other television developments today:

1—The FCC indicated it will go ahead with its plans to allocate certain television frequencies to television broadcast auxiliary services, despite 20th-Fox's suggestion that some of these frequencies might be needed later for theatre television.

2—The Commission announced plans to require A.T. and T. and other common carriers to allow television broadcasters who have their own relay facilities between some points to interconnect with the common carrier facilities for points where they have no relay facilities of their own.

Allied States Association general counsel Abram F. Myers, who had been scheduled to attend tomorrow's meeting, said today that "pressing personal business" required him to leave town early tomorrow and that he would not be able to attend.

Sears-Hughes Talks

(*Continued from page* 1)

of RKO, Hughes sought to sever his releasing pacts with UA on "The Outlaw," "Vendetta" and "Mad Wednesday," to release them through RKO. While the latter company has listed "Outlaw" on its new season's program, it is understood that even this has yet to be completely cleared through UA.

Sears intends to confer with co-owners Mary Pickford and Charles Chaplin during his Coast stay, in addition to talking new distribution deals with independent producers.

Salesmen Ask

(*Continued from page* 1)

mittee in the Warner Brothers board room, is one for increased expense grants.

"Where a salesman is required to be on duty in the exchange city on any part of the day and in the country on the same day," the Colosseum has proposed, "he shall be entitled to the allowance for hotel, meal and mileage allowances applicable to country salesmen." Last year the union won an on-the-road maintenance increase of one dollar for country salesmen, giving them an $8-per-day allowance. This year a substantial, but otherwise undisclosed increase is sought.

The union, Beznor reported, has asked for a $6 per day minimum expense allowance for salesmen employed within an exchange city. "If a greater amount is spent," it is proposed, "they are to be reimbursed to the extent of the greater amount. Last year, the Colosseum's contracts provided for a flat $3.50 per day for city salesmen's automobile expenses.

Negotiations, which got underway here on Wednesday, were conducted all day yesterday and continue today.

AAAA Defies AFM

(*Continued from page* 1)

RKO's Regent Theatre in New York's Harlem. The AFM president has hinted that he might "pull" musicians out of all entertainment places in New York, including film theatres having stage shows, if AGVA does not return the assessment.

Paul Dullzell, international president of AAAA, referring to a resolution adopted by the board, declared that the full power of the performers' unions will be given wholeheartedly to AGVA in its resistance to Petrillo's "tyrannical ultimatum and threat to take over actors." He said AAAA is always ready to confer on the matter with the AFM, but that meanwhile an attack upon any branch of the AAAA will be considered an attack upon all branches.

Petrillo issued last evening a statement in which he said AAAA's announcement was "surprising" to him and added that he did not believe Dullzell's statement reflected the true feeling of all AAAA members.

Maas Ends Reich Survey

Irving Maas, Motion Picture Export Association vice-president and general manager, is scheduled to return to New York by plane over the weekend after spending two weeks in Germany. While there he arranged for a continuation of MPEA functions until the end of the year and to institute changes which will be adopted after MPEA companies commence individual operations there on Jan. 1.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 50 NEW YORK, U.S.A., MONDAY, SEPTEMBER 12, 1949 TEN CENTS

Cripps Knows Of No Further UK Film Curbs

Likewise Unaware of Any New Dollar Restrictions

WASHINGTON, Sept. 11. — Sir Stafford Cripps, British Chancellor of the Exchequer, knows of no present British plans to further restrict dollar remittances of U. S. film companies.

He also indicated, speaking before the National Press Club on Friday, that no new curbs on film imports were planned at this time.

Sir Stafford was specifically asked whether any further restrictions on the imports of American films or on the remittances of American film companies were planned by the British government in the near future.

"Not so far as I am aware," he declared. He did not elaborate.

This is further evidence of what MPAA officials have been maintain-

(*Continued on page* 5)

Para. Sets 9 New Releases

Nine productions have been set by Paramount for national release up to Jan. 1, distribution vice-president Al W. Schwalberg revealed at the weekend.

Schwalberg listed the nine and their release dates, as follows: "Top O' the Morning," starring Bing Crosby and Barry Fitzgerald, produced by Robert L. Welch and directed by David Miller, Sept. 5; "Rope of Sand," starring Burt Lancaster and Corinne Calvet, produced by Hal Wallis and directed

(*Continued on page* 4)

1949 World Series 1st for Theatre TV

S. H. Fabian's Fox Theatre, Brooklyn first-run, has signed for a simultaneous pick up of the entire 1949 baseball world series and it is expected that other houses might join in the pickup. Baseball commissioner "Happy" Chandler is said to have given his approval.

Fabian's experience with the reproduction of the recent Ezzard

(*Continued on page* 4)

Allied Moves Cautiously on 'P.R.' Program

WASHINGTON, Sept. 11.—Allied States is proceeding cautiously and with some apparent reservations on the projected development of an all-industry public relations program, it was revealed today in comments by Abram F. Myers, chairman and general counsel, summarizing the Chicago meeting of Aug. 30-31.

In a bulletin to all Allied members, Myers said that "one fact should be noted so that exhibitors can properly evaluate the public discussion which will undoubtedly continue until the next industry meeting, which probably will be in November."

This fact, Myers continues, is that

(*Continued on page* 5)

Drive-ins Organize New National Unit

PHILADELPHIA, Sept. 11.—Owners of drive-in theatres are forming the National Association of Drive-in Theatres.

"The drive-in industry, which has mushroomed in recent years to include approximately 1,500 theatres, has reached the stage where an association for the exchange of information has become a vital necessity," according

(*Continued on page* 4)

New Paramount TV System at TOA Meet

LOS ANGELES, Sept. 11.—Paramount Pictures will demonstrate a new model of its theatre television system during the Theatre Owners of America convention to be held Sept. 12-15 in this city.

The new model is said to have several improvements in design, both electronic and mechanical, which, according to Paramount, "drastically simplify the film-recording and film-processing operations." The improvements are said to permit one-man control "and greatly reduce the cost of adding television events to theatre programming."

The Paramount theatre TV system, usually referred to as the "intermediate system" to differentiate it from "direct projection systems," produces a complete sight-and-sound 35mm. film-recording of a television broadcast in 20 seconds. The film-recording is then ready to be thrown upon theatre screens of any size, utilizing the theatres' standard projection equipment.

Prutzman, Schaefer Head College Fund

Charles D. Prutzman, vice-president of Universal Pictures, has been named chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University, New York. Prutzman succeeds Gus Eyssell, president of Radio City Music Hall. George Schaefer is honorary chairman.

Prutzman said that the fund will attempt to better last year's record of

(*Continued on page* 5)

Wilbur Snaper Seen As New Head of NJ Allied

Meet on Ascap TV Rights Sept. 23

Washington, Sept. 11.—Justin Miller, president of the National Association of Broadcasters, has invited all television broadcasters to meet here Sept. 23 to discuss the next step in current negotiations with ASCAP for TV rights to ASCAP music.

There have been month-to-month extensions of the existing agreement, while negotiations proceeded. Now, however, ASCAP has notified the NAB that there will be no extension after Sept. 30, Miller said.

ATLANTIC CITY, Sept. 11.—As delegates from all parts of the state arrived here today preparatory to convening tomorrow at the Ambassador Hotel for the opening session of Allied Theatre Owners of New Jersey's 30th annual convention, the name of organization vice-president Wilbur Snaper was most frequently mentioned as speculation mounted regarding a successor to president Edward Lachman.

Lachman, who has served three successive one-year terms as Jersey Allied head, and who has cited pressure of personal business as the reason why be would be unable to accept a fourth term, has appointed the following to a committee which has been asked to draw up a slate of officers for the coming year: George Gold, Haskell Block, David Snaper, Irving Dollin-

(*Continued on page* 5)

Pinanski Seen Favored for TOA President

Executive Committee in Pre-Convention Meet

LOS ANGELES, Sept. 11. — Sam Pinanski, president of American Theatres Corp., Boston, appeared to be the likely choice for the next president of the Theatre Owners of America, following a meeting of the TOA executive committee here today at which nomination of a new slate of officers was discussed.

The new slate of nominees is scheduled to be completed tomorrow. Election of officers will be held Thursday. The executive committee went into session at the Ambassador Hotel here this afternoon, preparatory to the opening tomorrow of TOA's four-day annual convention. More than 500 are expected to register for the convention, starting tomorrow.

A majority of sentiment within the executive committee appeared to favor continuation of the policy of rotating

(*Continued on page* 5)

20th to Make More Abroad

PARIS, Sept. 11.—Twentieth Century-Fox will continue to produce on the Continent and elsewhere whenever the company finds stories that fit specific backgrounds. So declared Darryl F. Zanuck, vice-president in charge of production, over the weekend as he prepared to return to the U. S. with prints of "Pinky" and "Twelve O'-Clock High," Hollywood-made features which he edited during his 10-week working holiday overseas.

On the 20th-Fox foreign schedule

(*Continued on page* 4)

NEFC Board May Meet in Hollywood

HOLLYWOOD, Sept. 11.—A meeting of the National Exhibitors Film Co. board of directors will be held here to approve subscriptions for the new production financing company's stock in the event that NEFC's securities' registration is approved by the Securities and Exchange Commission this week.

Notice of a meeting has been sent

(*Continued on page* 4)

Personal Mention

BARNEY BALABAN, Paramount president, and A. W. SCHWALBERG, sales vice-president, left here for Hollywood over the weekend.

◆

CAREY WILSON, M-G-M producer; WILLIAM WELLMAN, director; DEAN STOCKWELL, actor; DAN CATHCART, art director; PAUL VOGEL, cameraman, and six other members of a shooting crew have arrived here by plane from the Coast, en route to location at Lawrenceville, N. J.

◆

JAMES STEWART has been named chairman of the board of judges for the third annual "Voice of Democracy" contest, sponsored by the National Association of Broadcasters, the U. S. Junior Chamber of Commerce, and the Radio Manufacturers Association.

◆

DONALD KRANZE, Paramount salesman at Albany, N. Y., and the son of B. G. KRANZE, Film Classics vice-president, was married on Saturday to MISS BEBE YUNI of Forest Hills, N. Y.

◆

JAMES MULVEY, president of Samuel Goldwyn Productions, left New York for the Coast at the weekend. LYNN FARNOL, advertising-publicity director here, will follow next Friday.

◆

R. M. SAVINI, Astor Pictures president, has returned here from a tour of exchanges that extended to the West Coast.

◆

MILTON A. SCHOSBERG, manager of Fabian's Grand Theatre at Albany, has resigned to enter the drive-in theatre business in Pennsylvania.

◆

ANDREW MARTON, M-G-M director, and ROBERT SURTEES, cameraman, left here Friday by plane for Paris, Cairo and Nairobi, Africa.

◆

HAL WALLIS will arrive here today on the *S. S. Queen Mary* from Europe.

◆

WALTER SELTZER, Hal Wallis Productions Coast representative, is in New York from Hollywood.

◆

ROBERT B. BENJAMIN and ARTHUR B. KRIM plan to leave here for Europe on Friday by plane.

◆

DAVID D. HORNE, Film Classics foreign sales manager, has returned here from Europe.

◆

CLARENCE BROWN, M-G-M producer, and ROBERT PIROSH, writer, will arrive here today from Syracuse.

◆

JEROME M. EVANS, Universal-International home office representative, will leave here today for Chicago.

◆

IKE and HARRY KATZ, executives of Kay Film Exchanges, are in New York from Atlanta.

◆

IRVING MACK, head of Filmack, has returned to Chicago from New York.

RKO Radio Has 29 Films Preparing

HOLLYWOOD, Sept. 11.—RKO Radio is off on a production spree, with 29 features in production or preparation.

Producers John Houseman, Warren Duff, Alex Gottlieb and Lewis Rachmil have been signed to long term contracts and almost a score of new story properties have been recently purchased.

Howard Hughes has given the green light to executive producer Sid Rogell to line up additional acting talent.

In addition to the studio's own product, Samuel Goldwyn, Walt Disney, Glenn McCarthy, Sol Lesser, Wanger International and other independent producers are committed to RKO Radio for distribution of forthcoming features.

Early Activity Seen

Early activity will center around the following productions: "Blind Spot," producers, Jack H. Skirball and Bruce Manning; "White Rose for Julie," producers, Irving Cummings, Jr., and Irwin Allen; "Carriage Entrance," executive producer, Robert Sparks, producer, Polan Banks; "Jet Pilot," in Technicolor, starring John Wayne, producer, Sparks, director, Robert Stevenson; "Cheater of Cheats," starring Cary Grant; producer, Houseman, director, Nicholas Ray; "Come Share My Love," producer, Harriet Parsons; "Macao," starring Robert Mitchum, producer, Gottlieb; "Mr. Whiskers," starring Victor Mature, producer, Duff.

"Two Tickets to Broadway," Technicolor, producer, Gottlieb; "Shanghai Incident," co-starring Mitchum and Jane Russell, producer, Duff; "The Johnny Broderick Story," starring Robert Ryan, producer, Gottlieb; "Best of the Bad Men," producer Jack Gross; "Smiler with a Gun," with Mitchum and Jane Russell, producer, Sparks; "Eye Witness to Murder," producer, Gross, director, Alfred Werker; "Bunco Squad," producer, Rachmil; "Road Block," producer, Gottlieb; "Secrets of the French Police," producer, Rachmil; "Blackbeard the Pirate," producer, Rachmil.

Also, six Western productions starring Tim Holt, produced by Herman Schlom and directed by Lesley Selander.

B'nai B'rith Will Honor Variety Tent

New York's Cinema Lodge of B'nai B'rith will salute the newly-formed Variety Club of New York at a special open meeting at the Hotel Astor, Monday evening, Sept. 19, Saul E. Rogers, president of Cinema Lodge has announced.

The New York entertainment industry unit of B'nai B'rith, which will start its 10th year with the September meeting, will have Max A. Cohen, first chief barker of the New York tent, as its honor guest, with entertainment to be provided by stars of screen, stage and radio, according to Harold L. Danson and George Brandt who are handling arrangements. Executives from all branches of the industry are expected to attend.

Mexicans Asked for 50% Raise, Take 10

Mexico City, Sept. 11.—The eight major American film companies distributing in Mexico have had a big worry removed with the signing of a new two-year "peace pact" with their union employes—members of the National Cinematographic Workers Union, which, surprising the distributors, accepted a 10 per cent pay increase after having demanded 50 per cent.

Colosseum Assails Car Change Policy

Alleging that film salesmen are threatened with severe financial losses because they have no guarantee against short-notice revision by distributors of the latters' policies regarding ownership of the automobiles which the salesmen use, the Colosseum of Motion Picture Salesmen of America has presented to the companies a four-point demand for union contract clauses designed to obviate future losses.

This was revealed at the weekend by Colosseum attorney David Beznor, as the union-management negotiations on a revised contract showed signs of continuing at least another week.

Ask 90-day Notice

"Employers who shall require salesmen to use company-owned automobiles," the salesmen's union proposes, "shall advise the Colosseum of that policy 90 days prior to the effective date thereof." Such notice, Beznor said, would give the salesmen an opportunity to secure a fair price for their own cars, and save them from being in the position of having to "unload" their autos at financial losses. Hence, the union has demanded:

"1—Where this policy results in losses sustained by the salesmen in the sale of personally-owned automobiles, the employer will reimburse each salesman to the extent of the loss.

"2—The company-owned automobiles to be in the class of Pontiacs or DeSotos.

"3—Company-owned cars shall also be furnished to city salesmen who in past practice have been required to use their own cars.

"4—Parking, storage, etc., shall also be furnished by the company."

Paramount Supplies Cars

Paramount was indicated as the only film company which thus far has switched from a policy of privately-owned to company-owned cars. Other companies are said to be planning similar moves. Beznor said Paramount salesmen were hit financially under the changeover, because of the short notice accompanying the switch.

The union is also seeking a 25 per cent general pay increase for 1,000 salesmen of 11 distributors involved in the negotiations. Additional demands are for expense increases, retirement benefits and hospital, health and accident insurance.

Newsreel Parade

PRESIDENT TRUMAN on tour, Cleveland air-race fatal crash, Shirley May France's channel attempt, Robeson concert violence, and sporting events highlight current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 73—International economics. Truman on tour. Fatal crash marks National Air Race in Cleveland. Miss America. California: Twins' Convention. National amateur tennis meet. Cold water marathon. Shirley May France's channel swim.

NEWS OF THE DAY, No. 203—Conferences begin on British dollar crisis. MacArthur confers on Reds in Asia. Shirley May France. Tragedy mars air race. Miss America preview parade. Tennis.

PARAMOUNT NEWS, No. 6—Truman on tour. Shirley May France. Robeson concert violence in Peekskill. British dollar question. Tennis.

TELENEWS DIGEST, No. 36-B—Robeson concert starts riot. Cleveland: Bill Odom killed in plane crash. Washington: Economic conference. Italy: Miniature war. Truman to Washington after Midwest tour. San Diego: Naval midshipmen inspect new aircraft for the fleet. Mexico: famed artist, Diego Rivera.

UNIVERSAL NEWSREEL, No. 281—British dollar crisis. Africa: whaling. Miss America. Philadelphia fire. Shirley May France. Battle of Peekskill.

WARNER PATHE NEWS, No. 8—Cleveland air races and crash. Camden killer. British money conference. Miss America. Shirley May France. Men's tennis.

Johnston, Arnall at UNESCO Conference

WASHINGTON, Sept. 11.—SIMPP president Ellis Arnall and MPAA president Eric Johnston attended sessions of the National Commission for UNESCO here at the State Department on Friday and Saturday. Both are members of the Commission and are also advisers to the U. S. delegation to the fourth UNESCO conference, to be held at Paris, Sept. 19 to Oct. 5. A more free international flow of films is expected to be urged by the U. S. delegates.

Women's Wear Tie-in For Para.'s 'Samson'

Women's apparel and accessories manufacturers tied in with Cecil B. DeMille's "Samson and Delilah" are expected to spend approximately $2,750,000 in advertising and promotion of tie-in items, according to Paramount. The merchandising program will be launched by more than 350 manufacturers of more than 3,000 items.

The campaign is expected it hit full stride in early spring, when Paramount will release the Technicolor film.

Circuits Book 'Outcry'

"Outcry," Italian-made production being distributed here by Ellis Films, has been booked to play Loew's, Warner and Schine houses among others, according to Jack Ellis, president.

Bryant Here Goes 'Arty'

The Bryant Theatre here converts to an "art film" policy with the current showing of Eagle-Lion's "Dedee."

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Greatness!

THE BOXOFFICE SKILL OF A GREAT DIRECTOR — THE TICKET-SELLING POWER OF GREAT STAR NAMES — THE ROMANTIC APPEAL OF GREAT DRAMA — MAKE IT APPARENT TO EVERY EXPERIENCED SHOWMAN THAT HERE, INDEED, IS

A Truly Great Motion Picture

Paramount presents
Its Finest of '49

Olivia de Havilland
Montgomery Clift
Ralph Richardson
in
WILLIAM WYLER'S

"The Heiress"

with
MIRIAM HOPKINS
MONA FREEMAN · VANESSA BROWN
SELENA ROYLE

Produced and Directed by William Wyler
Screenplay by Ruth and Augustus Goetz
Based upon their stage-play

Move Toward Joint Industry TV Stand

WASHINGTON, Sept. 11.—Chances of the film industry presenting a united front to the Federal Communications Commission on some—although not all—aspects of theatre television seemed brighter after a meeting of attorneys at the Motion Picture Association of America headquarters here Friday.

An MPAA spokesman said that the lawyers talked over the various briefs that had been submitted to the FCC so far, and that there was general agreement that an early hearing is desirable. He declared that most discussion was in general terms, and that another meeting would be held soon to get down to details. This probably will be called by Edward Cheyfitz, MPAA television head, soon after he returns from the Coast—possibly the week after next.

Agreement on Some Points

Attorneys representing individual companies promised to discuss the matter more fully with their home offices, and be prepared to go into specifics at the next meeting.

One industry lawyer who attended the meeting said he thought that there could be worked out a pretty general agreement on some points, such as the need for special theatre television frequencies rather than relying on common carriers, and the purposes and uses of a theatre television system. On these points, he indicated, the industry might take one common stand.

Chief absentees from Friday's meeting were Allied States counsel Abram F. Myers and Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers. Both were kept from coming by pressing personal business.

Johnston Present

Heading the MPAA delegation were president Eric A. Johnston and Cheyfitz, while other members were Joyce O'Hara, Gerald Cahill, Sidney Schreiber and Manning Claggett. Former Army Secretary Kenneth Royall and Vincent Welch represented 20th Century-Fox, Abe Fortas spoke for Paramount, and William Porter, Herbert Bingham, Herb Petty and Leopold Friedman sat in for Loew's. John Southmayd represented Warners, while Marcus Cohn and Boyce Nemec appeared for the Theatre Owners of America and the Society of Motion Picture Engineers, respectively.

Expect MPIC Okay On 'P.R.' Program

HOLLYWOOD, Sept. 11.—The public relations plan formulated at the Chicago conference is expected to be approved by the Motion Picture Industry Council at its meeting Wednesday night, when reports will be read by Roy Brewer, MPIC co-chairman; George Murphy, Al Rogell, Allen Rivkin and Leonard Spigelgass, who attended the Chicago sessions.

Ned Depinet and Francis Harmon are also expected to attend the meeting.

Kettering in Variety Post

CHICAGO, Sept. 11.—Ralph T. Kettering, whose career in the show business has included exhibition, advertising-publicity and newspaper work, has been appointed executive secretary of Variety Club of Illinois.

Review

"Song of Surrender"

(Paramount)

A CURIOUS character study of an innocent young wife and her stern old husband is offered in Paramount's "Song of Surrender." When a handsome young man comes along, there quite obviously develop some romantic complications. The principals in this somberly-told drama of manners and morals are Wanda Hendrix, Claude Rains and Macdonald Carey, names which are imposing enough to grace any showman's marquee. The cast gives sincere performances, but it is frequently handicapped by a story that is sluggish in pace and obvious in development.

Set in Connecticut at just about the turn of the century, the picture presents Rains as a stodgy curator of a little museum. When his wife acquires a victrola, he looks upon the instrument with a puritan's vision of wickedness, thus forcing her to listen to it in hidden retreats. Presently Carey enters the scene and new windows to the world are opened for Miss Hendrix. There is nothing wrong with the relationship, but when Rains finds out about it, there are some stormy outbursts of emotion. In time Miss Hendrix leaves her husband, but when he becomes ill, she puts her duty as a wife ahead of romance and returns to nurse him.

Richard Maibaum, who produced, also fashioned the screenplay, in which Rains struggles with many searchings of conscience before passing on, thus opening the way for Miss Hendrix to marry Carey in a conventional ending. Others in the cast are Andrea King, a fiancee of Carey's, and Henry Hull, a deacon. The sound-track provides surprise delights in the offstage voices of Enrico Caruso, Richard Tucker and Buddy Clark. John Coonan directed. The screenplay was based on a story by Ruth McKenney and Richard Bransten.

Running time, 93 minutes. General audience classification. Release date, Oct. 28.

MANDEL HERBSTMAN

20th to Make

(*Continued from page 1*)

will be "Lydia Bailey," which will be made this year in Haiti, "No Highway," to be produced in Newfoundland and England, and "21 Bow Street", a Scotland Yard story which will be made in London.

"It is my opinion", stated Zanuck, "that no American film company should produce films in Europe unless it can make use of special pictorial and historical backgrounds. Any producer who goes to England or the Continent to make pictures only because of frozen currency is an idiot.

"While I favor European production and am delighted with the progress being made by many foreign production companies, particularly in the Italian industry, I have found out in the past eight weeks that American motion pictures are still far and away the most popular all over the world and without Hollywood product no important theatre in the world today could keep open. This is true of England as well as the Continent.

U. S. Films 'Vital'

"In spite of all the complaints and criticism we get at home, American films supply a vital and necessary part in the lives of people everywhere and they are growing constantly in popularity."

As illustrations of his view on American production abroad, Zanuck cited "Prince of Foxes," produced in Italy and San Marino, and the unreleased "The Black Rose," made in England and North Africa. "Neither of these pictures could have been produced anywhere else other than Italy and Africa. It would have been utterly impossible to reproduce the spectacular backgrounds in Hollywood regardless of the cost involved," he remarked.

Zanuck is returning with a print of "Pinky" to show to home office executives and to discuss plans for a world premiere in New York late this month. While abroad, he also supervised final production details on three more releases. These are "The Black Rose," "Night and the City" and "Two Corridors East."

NEFC Board

(*Continued from page 1*)

to NEFC directors, most of whom are here to attend the annual convention of Theatre Owners of America. Accordingly, a meeting may be held whether or not SEC approval is forthcoming during the next few days, but without the approval stock subscriptions would be held in abeyance.

The SEC, it is learned, asked for minor amendments to the NEFC registration statement recently and, while the additional information has been filed, it is not certain whether the request for the amendments will delay the expected issuance of the SEC approval.

If the board is in a position to approve stock subscriptions here it is believed that the minimum of $2,000,000 with which it may begin business might be subscribed on the spot. An eventual stock subscription of $5,000,000 or more is likely. Actual operations by NEFC, however, may be several months away in view of the numerous organizing details which still will remain to be concluded.

1949 World Series

(*Continued from page 1*)

Charles-Joe Walcott championship bout on the Fox screen, an attraction which packed the house, is said to have led to this more ambitious undertaking. It marks the first time for a World Series contest on the full screen of any theatre.

It is understood that Chandler turned down a request for theatre video rights to the series of last year but is now convinced of the public interest which the wider pictorial coverage of the games would serve. The Fox will show the series regardless of which team takes the pennant in each of the two leagues.

Fabian has made no determination on policy of the house for the event. insofar as admission prices and scheduling of the regular film program are concerned. That each game will constitute a full program apparently is a possibility.

Formal announcement of other theatre tie-ins is expected on Wednesday.

Drive-ins Organize

(*Continued from page 1*)

to the local advertising firm of Philip Klein, which is acting as spokesman.

Guy W. Meek, owner of a circuit of drive-in theatres in Northern California, has agreed to act as interim president. Other officers include Ray Edmonson, Jr., of Dixie Drive-in Theatres and John Wolfberg, operator of a drive-in circuit in Denver. James Sutton of this city is interim secretary.

"The association will perform the function of collecting and disseminating statistics of importance to individual members," it was said. "It will be the clearing house for figures relating to the purchase of films for exhibition. It will be a source of determining how much is being paid for particular films; it will also show ratios of flat charges to percentage charges, and it will indicate how well various films have done in other drive-in theatres throughout the country," added the announcement of the new organization, which continued:

Will Compile Figures

"These statistics will be compiled in such a fashion as not to reveal the identity of any particular theatre involved in a transaction. These figures will not be made public by any general method of distribution. They will be maintained in the files of the association, and will be made available to individual members upon specific request, but without disclosing the identity of the theatre providing the information.

"Other aims of the association include the adoption of an industry-wide code of ethics, and a general promotion and publicity campaign to continue to educate the public concerning the attraction of the drive-ins. Furthermore, the association will be the clearing house for information concerning court decisions and taxation regulations."

Plans call for a national convention in the near future, it was said, with election of officers to take place then.

Membership dues are $50 per year per theatre.

Para. Sets 9

(*Continued from page 1*)

by William Dieterle, Sept. 23; "My Friend Irma," starring Marie Wilson, produced by Wallis and directed by George Marshall, Oct. 14; "Song of Surrender," starring Wanda Hendrix and MacDonald Carey, produced by Richard Maibaum, and directed by Mitchell Leisen, Oct. 28.

Also, "Chicago Deadline," starring Alan Ladd and Donna Reed, produced by Robert Fellows and directed by Lewis Allen, Nov. 11; "Red Hot and Blue," starring Betty Hutton and Victor Mature, produced by Fellows and directed by John Farrow, Nov. 25; "Holiday Inn" (reissue), starring Bing Crosby and Fred Astaire, produced by the late Mark Sandrich, Dec. 2; "Lady Eve" (reissue), starring Barbara Stanwyck and Henry Fonda, Dec. 2; "The Great Lover," starring Bob Hope and Rhonda Fleming, produced by Edmund Beloin and directed by Alexander Hall.

Although the national release date of "The Heiress," starring Olivia de Havilland and Montgomery Clift and produced by William Wyler, was not included in Schwalberg's announcement, it was reported that playdates prior to the end of 1949 will be set.

Allied on 'P.R.'

(*Continued from page* 1)

"the trade paper publishers were present not merely as reporters of facts but as active participants in the conference. This, so far as we can recall, is the first time they have appeared as members and not merely observers of the industry. Whether this will affect them in their editorial policy or treatment of the news remains to be seen."

Discusses Finneran Plans

Myers remarks on other phases of the meeting indicated that he is nursing some grievances over the verdict of sub-committee No. 3 that the Finneran Plan is "unworkable." "This committee," Myers told Allied members, "contained such 'old-guard' representatives as Austin Keough, Y. Frank Freeman, George Murphy, W. R. Wilkerson and John Balaban. Trueman Rembusch had a tough row to hoe. It was due to his efforts that the purposes and objects of the Finneran Plan were approved while the enforcement machinery was being rejected. The committee's proposals may do some good—we hope so—but if in spite of them some star engages in scandalous conduct, the fat will be in the fire." The sub-committee recommended a pledge to be taken by all in the industry.

Myers praised the preamble in the report of the general public relations committee as "an admirable statement of principles and a reaffirmation of the industry's responsibility to the public, as advocated by Allied." He said the report would have been given only "perfunctory approval" if he had not "called attention to the excellence of the preamble and the significance of its adoption."

The sub-committee on box-office relations "buried the so-called Sullivan Plan with a few kind words," Myers reported. The taxation sub-committee made "a routine report," he said.

Has Gibe for TOA

Motion Picture Association president Eric Johnston's keynote speech was described by Myers as "of the inspirational variety, a little long, but well delivered."

The Allied official included his usual gibe at the Theatre Owners of America, declaring that while many officials were called on to speak at the opening session "Arthur Lockwood, TOA, volunteered to speak."

Myers stressed that the Allied delegation "kept within the narrow confines of their authority and Myers was the only member to speak in the general meeting," and that the resolution to set up the ad interim committee "was carefully worded to protect the status quo until the participating committees can report to their principals, since it was apparent that none of them was authorized to make any binding commitment." The Allied committee will meet before the October board meeting to work on a report and recommendations, and "in the meantime, it would be improper for any member thereof either to express an opinion on the meeting or to make anv statement which could be construed as favorable or unfavorable," Myers concluded.

Polio Closes Theatre

CINCINNATI, Sept. 11.—Because of new polio cases, city health authorities at Rising Sun, Ind., have closed the Columbia Theatre, the town's only house, have banned all public gatherings and postponed school opening for two weeks.

Cripps Unaware

(*Continued from page* 1)

ing—that the British government intends to live up to the Johnston-Wilson agreement, and that film earnings will not figure directly in the financial talks now going on here among top British, Canadian and U. S. officials.

Cripps has been indicating in all of his speeches that Britain will continue to pull its belt very tight as far as imports from the U. S. are concerned, but apparently the worst has already happened to the film industry, and no further curbs are planned at this time.

MPAA officials here believe that if the current talks come up with some help for Britain's dollar problems, it will be some time before it reacts to the benefit of the film industry. They believe the converse, too—that if the talks do not aid Britain substantially, there will not be much harm to the film industry before next June, when the Johnston-Wilson agreement has to be re-negotiated, and that will be a tough battle no matter how the current talks go.

NJ Allied Meeting

(*Continued from page* 1)

ger, Louis Martin, Harry Lowenstein, and Sidney Stern. Elections will be held on Wednesday, final day of the convention.

At the Wednesday evening banquet which will terminate the three-day parley, Paramount board chairman Adolph Zukor and national Allied general counsel Abram F. Myers will be honor guests. More than 300 delegates and guests will attend the banquet, Lachman said.

Speakers at Tuesday's business session will include 20th Century-Fox distribution vice-president Andy W. Smith, Jr.; Benjamin Berger, president of North Central Allied, and Louis Novins, assistant to Paramount president Barney Balaban. Novins is scheduled to outline for the Jersey Allied membership the results of the recent all-industry public relations meeting held in Chicago. Another speaker will be New Jersey Allied counsel Larry Abrams.

Admission taxes, trade practices and the increasing threat of bingo playing to theatre business will be among the problems with which the convention will deal, Lachman reports. He said the social events which have been planned for the convention delegates and guests include a golf tournament on Tuesday, an afternoon at the races, and a cocktail party Wednesday prior to the convention banquet.

Head College Fund

(*Continued from page* 1)

51 scholarships, funds which were raised in the film industry.

Prutzman announced the appointment of the following industry leaders to the committee: Barney Balaban, Paramount; Nate Blumberg, Universal; Jules W. Catsiff, Skouras Theatres; Irving H. Greenfield, Loew's; Monroe Greenthal, Greenthal Advertising; Dan Michalove, 20th Century-Fox; Charles Moskowitz, Loew's; Harold Rodner, Warner Brothers; Sam Rosen, Fabian Theatres; Abe Schneider, Columbia, and George P. Skouras.

Fifth 'Jolson' Booking

MINNEAPOLIS, Sept. 11.—The Pantages Theatre here will be the fifth house in the country to play "Jolson Sings Again" when it opens Sept. 21.

TOA Meet

(*Continued from page* 1)

the presidency by annual elections. There continues to be some sentiment in favor of the designation of Gael Sullivan, TOA executive director, as president on a long term basis but it appeared to lack majority support today. Sullivan, in all likelihood, will continue in his present post. Pinanski, if elected, will succeed Arthur Lockwood, also of Boston, retiring TOA president. Lockwood may be named chairman of the board, succeeding Ted R. Gamble. Other officers are likely to be reelected. They include Herman Levy, general counsel; Morris Loewenstein, secretary, and Charles Skouras, treasurer.

Skouras Dinner Host

Skouras, president of National Theatres, is general chairman of the convention. He will be host at a dinner tomorrow for TOA's board of directors and officers. A meeting of the board is the only business session scheduled for the convention's opening day.

The convention will be officially opened on Tuesday with morning and afternoon business sessions scheduled, followed by a cocktail party and buffet supper in the evening with Coca-Cola as host. Edward Small will sponsor the mid-day luncheon in Cocoanut Grove, Ambassador Hotel.

Wednesday morning will be devoted to committee meetings with a general convention session in the afternoon. Secretary of Commerce Charles Sawyer will be honor guest at the Wednesday luncheon in the Cocoanut Grove, Wednesday evening will be devoted to the Producers Association dinner for the TOA delegates, also in the Cocoanut Grove. Y. Frank Freeman will be chairman. An exchange of views by three exhibitor spokesmen and three producer spokesmen, followed by an open forum, will be the feature of the after-dinner program.

On Thursday morning there will be an open forum convention meeting and reports by committees will be received. Samuel Goldwyn will be host at a luncheon in the Cocoanut Grove. Election of officers and directors will be held in the afternoon, prior to a final business session and presentation of committee reports. The President's Dinner will be held in the Embassy Room with Secretary of Defense Louis A. Johnson the principal speaker. An all-star Hollywood talent show will follow.

Slate Special Events

In between, there will be television demonstrations by Paramount and RCA, tours and visits to major studios and numerous special events for women. Several previews are scheduled as well as screenings of industry public relations short subjects.

Eric Johnston, Motion Picture Association of America president, will address the Wednesday night dinner gathering.

Listed by TOA officials as the most important subjects on the convention agenda are consideration of and action on the proposed all-industry public relations program initiated at the Aug. 30-31 meeting in Chicago; theatre television developments and prospects; taxation and legislation affecting the industry and, lastly, developments in industry litigation.

A center of convention interest, too, is certain to be the Showmen's Exposition being held in connection with the meeting. The most advanced models of theatre equipment and supplies, including television, and a wide variety of refreshment items and merchandising equipment for theatres sales, are on display.

Lockwood Sees Admission Tax Lifted Next Year

LOS ANGELES, Sept. 11.—Confident expectation that the 20 per cent admission tax will be lifted in 1950 was voiced by Arthur Lockwood to a full press turnout which greeted the Theatre Owners of America president on his arrival here Friday for the convention which opens tomorrow.

Lockwood told newsmen that TOA will be the first industry organization participating in the all-industry public relations conference in Chicago to submit the program formulated there to its membership for approval, and said complete endorsement undoubtedly will be forthcoming as one of the convention's first official acts.

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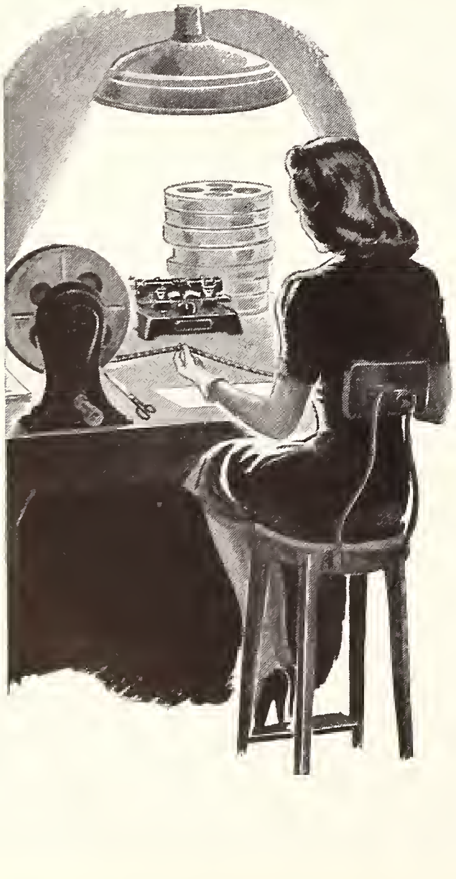

She keeps the romance running smoothly...

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With unrelenting vigilance, she has inspected every inch of film before each booking...checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 51 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 13, 1949 TEN CENTS

'Total Victory' For Allied, Lachman Says

Cites Accomplishments at New Jersey Allied Meet

ATLANTIC CITY, Sept. 12.—The past year has been one of "total victory" for National Allied and has brought substantial gains for Allied Theatre Owners of New Jersey, it was reported this afternoon by Edward Lachman, president of the latter organization, at the first day's business session of a scheduled three-day Jersey Allied convention marking that organization's 30th anniversary.

Hundreds of Jersey Allied delegates from all parts of the state, assembled at the Ritz-Carlton Hotel here, heard Lachman enumerate the victories he hailed. "Every benefit which Allied has claimed is in the process of fulfillment," he said. "Motion pictures are being produced, first-run monopolies are crumbling, unreasonable clearances are being shortened, and film salesmen are beginning to appreciate their customers," Lachman declared. Citing the total divorcement order in the industry anti-trust suit, Lachman called

(*Continued on page 7*)

NEFC Registration Becomes Effective

WASHINGTON, Sept. 12.—National Exhibitors Film Corp.'s stock registration is now effective and the new production financing company can issue its stock. The Securities and Exchange Commission accepted NEFC's amendments to its registration, filed recently, and permitted it to become effective by not entering objections.

NEFC Board Meeting Held in Hollywood

LOS ANGELES, Sept. 12.—A meeting of the board of National Exhibitors

(*Continued on page 6*)

Spiegel to Represent RKO in Germany

Marc M. Spiegel will go to Germany as home office representative of RKO Radio which will commence operations on its own there on Jan. 1 when the Motion Picture Export Association's tenure expires as distribution representative of MPEA member companies. This was disclosed here

(*Continued on page 7*)

Lippert Lists 33 for '50

HOLLYWOOD, Sept. 12.—Lippert Productions, Inc., successor to Screen Guild Productions, with the official name change becoming effective today, has scheduled 33 features and six shorts for 1949-50, company president Robert L. Lippert announces. Included are three high budget films, Lippert's first venture into upper bracket production. The remainder of the program will consist of four "intermediate 'A's,'" four medium budgeters, six Black Rider Westerns, four starring Don Barry, and 12 program features.

Since June 1 six features have been completed, three are in the final stages of preparation, and the high-budgeted "Baron of Arizona" is slated to start early in October. Twenty will be completed by Jan. 1, while financing for the whole program, Lippert de-

(*Continued on page 3*)

'Lab' Workers Here Get 10% Pay Raise

The threatened strike of 1,800 workers in New York's film laboratories has been averted through an agreement to be signed this week, calling for a 10 per cent blanket wage increase in addition to other benefits, it was announced here yesterday by John J. Francavilla, president and business representative of Local No. 702, International Alliance of Theatrical Stage Employes.

The strike had been set for July 31

(*Continued on page 7*)

Walker Named RKO Vice-President

J. Miller Walker has been elected a vice-president of RKO Radio and of its parent company, Radio-Keith-Orpheum by the latter's board.

He retains his present post of secretary of both companies, and henceforth will carry the title of vice-president and secretary.

Richards May Lose 20th-Fox Product

NEW ORLEANS, Sept. 12.—Twentieth Century-Fox has notified all exhibitors in this territory that it intends to offer its product "for negotiation" to all exhibitors.

If Paramount Richards Theatres persist in adhering to its policy of refusing to bid for pictures in the face of this development the likelihood of the 20th-Fox product going to independents in this territory by default is apparent.

Many independents here already have more product than they can use, due primarily to Paramount Richards' inability to agree with distributors on terms. Paramount itself, as well as Loew's, Universal and RKO Radio, have been selling away from Richards for some time, in consequence. Lately, Richards' principal product sources have been 20th-Fox and Warners. Loss of the former's pictures could present a serious situation for Richards' Theatres Service, which books for numerous independents as well as for Richards' houses.

Golden Sees Threat of More Restrictions Abroad

38% of Income from Abroad: Johnston

HOLLYWOOD, Sept. 12.—Thirty-eight per cent of the American film industry's revenue this year has come from foreign markets, Eric Johnston, president of the Motion Picture Association of America, told the trade press today, pointing out that the highest pre-war mark was 35. Johnston said foreign revenue is greater not only percentage-wise but also in the total amount.

Outlining half-a-dozen barter-type operations by which frozen funds are converted into dollars, frequently by

(*Continued on page 7*)

WASHINGTON, Sept. 12.—American motion picture companies might face restrictive legislation in foreign countries where they are now using frozen funds to produce, according to Nathan D. Golden, head of the motion picture unit of the Department of Commerce.

Golden made this statement at a press conference here today and at the same time pointed out that in his opinion a better way to use frozen assets would be to employ a "barter system." Such a suggestion had been made to him on his recent trip to Europe, he declared, when the Joint Export-Import Agency in Germany had indicated that a proposition might be worked out whereby motion picture companies could acquire certain Ger-

(*Continued on page 7*)

TOA Elects Sam Pinanski As President

Board Elects Officers, Executive Committee

LOS ANGELES, Sept. 12. — Sam Pinanski, head of the American Theatre Corp., Boston, was elected president of the Theatre Owners of America today as the second annual convention of organization opened here at the Ambassador Hotel.

He replaces Arthur Lockwood, retiring president, whom the board chose as its new chairman. Other officers and members of the new 13-man expanded executive committee were also elected. Pinanski will be formally installed Thursday night.

Little actual business was transacted today with most of the approximately 800 delegates busy registering, crowding the hotel lobby to renew old acquaintances and visiting the Showmen's Exposition where 67 booths were filled with items ranging from candy bars to theatre seats.

The TOA board met practically all day, receiving reports from the chairmen of various committees and, in the afternoon, electing officers and the executive committee. According to

(*Continued on page 6*)

Lockwood Keynotes Convention Aims

LOS ANGELES, Sept. 12.—Aims of the Theatre Owners of America national convention, which opened at the Ambassador Hotel here today were keynoted by TOA president Arthur H. Lockwood in the following statement:

"At this time, when all branches of the industry find themselves confused as a result of the decision in the Paramount (New York) case, it is necessary to discuss and formulate

(*Continued on page 6*)

Wallis Sees Little Merit in UK Filming

Production in England primarily as a means of putting to use frozen funds has questionable merit even though the blocked British pounds may eventually be lost, according to Hal Wallis, independent producer, who has returned to New York after a 13-week tour of France, Switzerland,

(*Continued on page 7*)

Personal Mention

HARRY M. KALMINE, Warner Brothers Theatre president, has left here for the Coast.

•

MAURICE SILVERSTEIN, Loew's International Latin America sales director, and MRS. SILVERSTEIN, the former BETTY BRYANT, Australian film actress, are the parents of their second child, PAMELA JANE, born at the Jewish Memorial Hospital here.

•

GEORGE T. SHUPERT, Paramount director of commercial operations, television division, left here yesterday by plane for Los Angeles where he will address the Theatre Owners of America convention this afternoon.

•

E. T. GOMERSALL, assistant to Universal - International distribution vice-president W. A. SCULLY, has arrived in Charlotte from New York and will visit Atlanta, Indianapolis and Cincinnati.

•

JOHN C. MACDONALD has been appointed manager of Interstate Theatres' State at Rochester, N. H., succeeding RICHARD KALAGHER, transferred to the Strand Theatre, Southbridge, Mass.

•

MAJOR JOHN HORTON, who has been head of the motion picture division of the Army public relations department, has been made a military aide to President Truman.

•

JOSEPH COTTEN and ANDRE KOSTELANETZ and his wife, LILY PONS, were among passengers who arrived here yesterday aboard the *S.S. Queen Mary*.

•

HARRY MICHAELSON, RKO Radio short subject sales manager, has been hospitalized here for observation because of the recurrence of al old ailment.

•

STANLEY COBLEIGH, operator of the Canton Show Shop Theatre, Canton, Conn., and MRS. COBLEIGH are the parents of a baby girl, CAROL.

•

HARRY KAPLAN of the Community Theatre, Fairfield, Conn., is recovering from surgery performed at Bridgeport Hospital, Bridgeport, Conn.

•

ED HAYES, Screen Guild special representative at Atlanta, has returned to his office there after recovery from an automobile accident.

•

BARRETT KEISLING, M-G-M studio publicist, is in Boston from the Coast, and from there will go to Memphis.

•

JAMES PRITCHARD, Monogram Southern district manager, was in Atlanta recently.

Warner Meeting Today

Jules Lapidus, Warner Bros. Eastern and Canadian sales manager, will preside at a home office meeting today for branch and district managers of his territory.

Five 20th Offices in Reich: Silverstone

Twentieth Century-Fox has set up five offices in Germany, Murray Silverstone, the company's foreign head, disclosed here yesterday on his arrival on the *S.S. Queen Mary*. He said the offices will start operating on Jan. 1, following the expiration of the Motion Picture Export Association's tenure in Germany. Silverstone also reported that 20th-Fox will produce a newsreel in Germany.

Silverstone declined comment on reports of a 20th-Fox deal for Canadian Odeon, saying the whole matter was in the province of company president Spyros Skouras.

Silverstone said that "Israel is a tremendous field for American pictures." The company now is building four theatres there and one in Alexandria, according to Silverstone, who visited all of Europe outside the "iron-curtain" countries.

Odeon Shares in Trading Decline

LONDON, Sept. 12.—Ordinary shares of Odeon Theatres, parent company in the J. Arthur Rank Organization, continued their decline on the market today with a meeting of the company's board reportedly set for tomorrow to certify accounts for the year ended June 25 last.

Odeon shares declined two shillings, sixpence in the course of five days trading. It was quoted tonight at 12 shillings, threepence. At the beginning of 1949 the shares were quoted at 31 shillings, ninepence.

Universal Loss Is Reduced Sharply

Universal Pictures reports a loss of $309,776 for the 13 weeks ended July 30, which compares with a loss of $1,942,674 for the corresponding period of the preceding fiscal year. For the 39 weeks ended July 30, 1949 the loss was $775,018 compared with a loss of $1,709,807 in the same period last year.

16,600 Shares to Para.

Paramount bought on the open market last month 16,600 shares of its own common stock, bringing to 978,815 the number of shares accumulated in its treasury since the stock-buying program was announced in Nov., 1946, by company president Barney Balaban.

Lauds NJ Theatremen

TRENTON, Sept. 12.—At ceremonies held in the executive offices of the State House here, Allied Theatre Owners of New Jersey president Edward Lachman presented to Gov. Alfred E. Driscoll the newsreel clips made by Movietone News, Paramount News and Warner Pathe News cameramen of the final phase in the New Jersey drive for employment of physically handicapped persons, promoted by the State Labor Department. In accepting the clips, Gov. Driscoll lauded the cooperation rendered by New Jersey theatre owners for their part in aiding the cause.

Some Inconvenience From Rail Embargo

Kansas City, Sept. 12.—Freight embargo by the Missouri Pacific Railroad affects 48 towns having theatres in the Kansas City exchange area but 42 of these are now served by Exhibitors Film Delivery by truck, and the remaining six can be included in truck runs or exhibitors can without long distance travel pick up prints from truck route towns. The 48 embargoed theatre towns have no other railroad service than Missouri Pacific.

California Award To Charles Skouras

SACRAMENTO, Cal., Sept. 12.—Charles P. Skouras, president of National Theatres, has been presented the annual "Golden Bear Award," given each year by the State Agricultural Society to a theatrical personality who brings renown to the state.

Presentation was made by Gov. Earl Warren, who said, "Mr. Skouras has exemplified humanitarianism in our state for many years." Skouras, who started his exhibition career in 1914 with a nickelodeon in St. Louis, replied, "This could happen only in a country where there is opportunity for all men to succeed."

Skouras Aids Greek Church

LOS ANGELES, Sept. 12.—National Theatres president Charles P. Skouras on Sunday participated in groundbreaking ceremonies for a new $700,000 Saint Sophia Greek Orthodox Church, for which he spearheaded a campaign to raise $500,000.

Briskin, Smith Form New Production Co.

HOLLYWOOD, Sept. 12.—A new production company has been formed here by Mort Briskin, independent producer, and Robert Smith, writer, to make "Here Lies Love." Shooting is scheduled to start on Oct. 15 at the Motion Picture Center, with James V. Kern directing. Discussions are underway with RKO Radio and United Artists regarding distribution.

John Woolf Resigns From Rank's GFD

LONDON, Sept. 12.—John Woolf has resigned officially as joint managing director of J. Arthur Rank's General Film Distributors here. Teddy Carr continues as sole managing director of GFD for the present. Woolf was appointed joint managing director in 1945.

Tent No. 19 Dinner Oct. 29

BALTIMORE, Sept. 12.—The Variety Club of Baltimore, Tent No. 19, has invited Maryland U. S. Senators Millard Tydings and Herbert O'Connor to attend the club's annual dinner-dance on Oct. 29 at the Sheraton Belvedere Hotel here. J. Edgar Hoover has been asked to address the guests.

Breen Lauds Recent Hollywood Product

HOLLYWOOD, Sept. 12.—A dozen films reviewed by the Production Code Administration during August were rated "better than 'good'—some really outstanding" by Joseph I. Breen, PCA chief, in a report submitted to Eric Johnston, Motion Picture Association of America president.

These were in addition to a previous report by Breen on nearly 80 "top-quality" pictures produced by Hollywood in the past several months.

Deny Injunction in Kincey Trust Action

CHARLOTTE, Sept. 12. — District Judge Wilson Warlick today denied a request by H. B. Meiselman that seven distributors be enjoined from licensing films to Charlotte theatres unless an equivalent number are made available to his theatre. Judge Warlick explained that his ruling on Meiselman's request does not affect the main issue of Meiselman's suit against Kincey Theatres and the distributors, saying that the main issue should be decided by a jury.

Continue Radio Hearing

CHICAGO, Sept. 12.—A hearing on the petition by Radio Features, Inc., for a restraining order and preliminary injunction against the Federal Communications Commission ban on radio giveaways was continued until tomorrow by Federal Judge Michael J. Igoe. Walter Schwimmer, head of Radio Features, was a witness today.

84 'Columbus' Dates

With between 150 and 200 key-city theatres expected to participate in a mass Columbus Day opening of "Christopher Columbus," the J. Arthur Rank - Universal - International production has already been given 84 dates, including Loew's and RKO circuits.

Move Up Hearings

CHICAGO, Sept. 12.—Hearings on the South Bend Auto Drive-In suit have been moved up and will open tomorrow before Federal Judge John J. Barnes.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
BING CROSBY · ANN BLYTH
BARRY FITZGERALD · HUME CRONYN
in "Top O' the Morning"
PARAMOUNT
In Person
CARMEN CAVALLARO AND HIS ORCHESTRA
plus GARY MORTON
THE VANDERBILT BOYS
Extra
THE DE MARCO SISTERS

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Say Congress Tried Censorship Attempt

WASHINGTON, Sept. 12.—Declaring that the House Un-American Activities Committee's hearings on Hollywood "involved an attempt by Congress to impose a censorship upon the motion picture industry in violation of the First Amendment," close to 400 in the film industry and other "arts and professions" today urged the U. S. Supreme Court to upset the contempt convictions of screen writers John Howard Lawson and Dalton Trumbo.

Lawson and Trumbo were convicted of contempt for refusing to tell the committee whether or not they belonged to the Communist Party. The Appeals Court for the District of Columbia upheld their conviction, and they asked the high court to review the case. The fate of eight other industry workers hangs on their appeal.

Included in the signers of today's "friend of the court" brief were Vera Caspary, Charles Chaplin, Howard Duff, John Huston, John Garfield, Farley Granger, Arthur Laurents, Burt Lancaster, Dorothy Parker, Donald Ogden Stewart, Robert Rossen, Sam Wanamaker, Marc Connelly, Dashiell Hammett, E. Y. Harburg, Garson Kanin, Lillian Hellman, Paul Robeson, O. John Rogge, Clifford Odets, and Budd Schulberg.

The brief was filed by West Coast attorneys Max Radin and Carey McWilliams.

Films Unmentioned In UK Fiscal Plan

WASHINGTON, Sept. 12.—The three-power financial talks ended here today with general optimism about Britain's financial future and with nary a mention of the film industry.

Naturally, however, the film industry could not help but benefit from any betterment in Britain's financial situation, especially in view of the fact that the Johnston-Wilson agreement comes up for renegotiation next year.

Concluding a week of meetings, top British, American and Canadian financial officials outlined a 10-point program to help solve Britain's dollar shortage, and arranged for further consultation on possible aids not covered by today's program.

The 10-point program included greater freedom for Britain to spend its Marshall Plan dollars, modifications in American customs procedures, increased American purchases of stockpile materials, and other steps.

Urges TV Comparisons

WASHINGTON, Sept. 12.—Allen B. DuMont Laboratories has told the Federal Communications Commission that it should see a black-and-white telecast of every color telecast made during the forthcoming television hearings, at which color TV is to be one of the key subjects. Both CBS and RCA plan to put on color television during the hearings opening on Sept. 26. DuMont told the FCC that it is "essential to compare the characteristics and capabilities" of black-and-white with color video.

Monte Katterjohn, 57

EVANSVILLE, Ind., Sept. 12.—Monte Katterjohn, 57, scenario writer of "The Sheik," Rudolph Valentino starrer of a quarter of a century ago, and many other productions, died here last week of a heart attack.

Review

"The Doctor and the Girl"

(M-G-M) *Hollywood, Sept. 12*

FOR somewhat more than 60 of its 99 minutes this filming of novelist Maxence Van Der Meersch's "Bodies and Souls" rolling along like an upper-bracket continuation of the studio's abandoned Dr. Kildare series, and the preview audience at the Egyptian Theatre gave it its approval. Then the picture goes grim, clinical and tragic in a stark presentatoin of an attempted self-abortion that results in death. At that point the audience went into a hush that prevailed until the end. Whether it was the hush of shock, consternation, dismay, or fascinated attention, the subject matter that produced it clearly places the attraction in the strictly adult category.

Glenn Ford plays what would have been the equivalent of the Dr. Kildare role if the script by Theodore Reeves had stayed within Kildare bounds, Charles Coburn is his doctor father, Janet Leigh is the girl Ford marries and Gloria DeHaven is his sister who becomes pregnant by a married man and undertakes to thwart natural processes by her own devices.

The title pertains to Ford and Miss Leigh, a patient with whom he falls in love and whom he marries in disregard of Coburn's well-intentioned, but domineering, advice to devote himself exclusively to his career for a time, and this phase of the story is interestingly developed.

Miss DeHaven's death on the operating table is the dramatic device which ends the estrangement between Coburn and Ford as the former eventually acknowledges the errors of his parental ways. In this instance, the abortion theme is handled discreetly. Nevertheless, its very use crosses the border into an area as delicately balanced as a load of dynamite. Many showmen who proceed on the assumption that they dedicate their services and their shows to the whole of their patronage will find "The Doctor and the Girl" decidedly questionable on this count.

Principal performances are good, with a particular mention for the appealing Miss Leigh. Dramatic and production values are sound and the general development of the theme is interesting.

Pandro S. Berman produced and Curtis Bernhardt directed.

Running time, 99 minutes. Adult audience classification. Release date, not set.

Lippert Lists 33

(*Continued from page 1*)

clared, has been set. "The Baron of Arizona" will be written and directed by Samuel Fuller and produced by Carl K. Hittleman. Second of the top three is Jules Verne's "20,000 Leagues Under the Sea," to be filmed in color. Fuller and Hittleman have also been assigned to this. Third is "Square Dance Jubilee," recently completed.

Heading the straight "A's" is "Deputy Marshal," now being readied for release, starring Jon Hall, Frances Langford and Dick Foran, adapted from Charles Heckelmann's novel. Next is "Fort Disaster," to be followed by "The Return of the James Gang," with Barbara Britton and Preston Foster, and "Tales of Captain Kidd."

The next group will include four medium-budget productions: "Treasure of Monte Cristo," soon to be released, starring Glenn Langan, Adele Jergens and Steve Brodie; "Corny Rhythm," with Jerry Colonna, Joey Adams and Wally Vernon; "The Lock and the Key," from Frank Gruber's novel, and "Operation Haylift."

Six Black Rider Westerns, to be produced by Ron Ormond, all will be completed by Jan. 1, and so will four action films to star Don Barry.

Twelve other features wind up the program, including "The Dalton Gang," "Red Desert," and "Tough Assignment," all with Don Barry and others, and "Radar Patrol," "Daredevils of the Highway," "Western Pacific," "Montana Badlands," "Highway Patrol," "The Great Jewel Robbery," "The Abilene Kid," "Sierra Crossroads" and "Hollywood Varieties of 1950."

The six short subjects, all one reelers, feature the "Western Kids," filmed in color.

Lippert Seen Operating Own Exchange in Cleveland Oct. 16

CLEVELAND, Sept. 12.—Lippert Productions, it is understood, will not renew its Screen Guild franchise with Albert Dezel in Ohio, but will open its own exchange in Cleveland on or about Oct. 16. An agreement between Arthur Greenblatt, Lippert executive; Al Grubstick, of Lippert; Dezel and Edward Salzberg, district manager, is said to have been reached at a meeting held here last week.

Ginsberg at Sales Meet

LOS ANGELES, Sept. 12.—Henry Ginsberg, Paramount's vice-president in charge of studio operations, on the invitation of George A. Smith, Paramount's Western division manager, will address sales and booking staffs of the Los Angeles branch tomorrow at a meeting at which a progress report will be given on "Paramount's Gold Rush of '49" sales drive. Ginsberg will participate in line with a policy of closer cooperation between studio and distribution forces.

'Esquire' to Review

Esquire magazine will institute motion picture reviews as part of an expanded entertainment department effective with its December issue. Publisher G. T. Sweetser announces the magazine will select a few films of interest to men each month. One film, Sweetser said, will be selected as "Must Movie of the Month" and will receive the greatest proportion of available space, while others will be given thumbnail reviews; there will also be a listing of films of more than routine interest.

John Kurk Promoted

TORONTO, Sept. 12.—John S. Kurk, manager of the Midtown Theatre, Toronto, has been promoted to special field supervisor at the head office of 20th Century Theatres, under the direction of Meyer L. Axler, to take care of the expansion of the circuit which now numbers 75 theatres in Ontario. Morris Appleby of the Ace Theatre, Toronto, has been named manager of the Midtown.

Good Year for Films In State Legislatures

WASHINGTON, Sept. 12.—All 44 state legislatures that met for regular sessions this year have now adjourned, and the film industry has had a conspicuously successful year, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

One state—Florida—has just gone into a special session, and three more —Connecticut, New Hampshire and Ohio—may still have special sessions.

Massachusetts and Alabama were the last to quit. The industry was unscathed in both states.

Bryson said that this year's sore spot was Tennessee, where a two per cent sales tax and a law enabling municipalities to levy another two per cent admission tax were passed. Another possible bad spot is New Jersey, where the voters will ballot in November on a gross receipts tax. Otherwise, Bryson said, things were "very good."

Bryson also reported that in 10 states censorship bills were killed in committee. These were: Massachusetts, Colorado, New Jersey, Georgia, Washington, Nebraska, Ohio, Delaware, Wisconsin and West Virginia. In these seven states admission tax bills were killed: Alabama, Colorado, Florida, Delaware, Minnesota, New Mexico and Oregon.

Idaho legalized Sunday showings, New Mexico legalized bank night, and Georgia and Alabama have called for referenda to permit Sunday showings.

Only 12 states are now scheduled to have sessions in 1950: Arizona, Mississippi, Kentucky, Rhode Island, Missouri, Massachusetts, New York, New Jersey, California, South Carolina, Virginia and Louisiana.

'Collarite' Demands to WB, U-I Tomorrow

Warner and Universal-International representatives and a committee from the IATSE Motion Picture Home Office Employes Local No. H-63 are scheduled to meet here tomorrow to begin negotiations on new union contracts for several hundred "white collarites" at both home offices. Last year's contracts expired on Aug. 31, but it has been agreed to extend them from week to week until new pacts are signed.

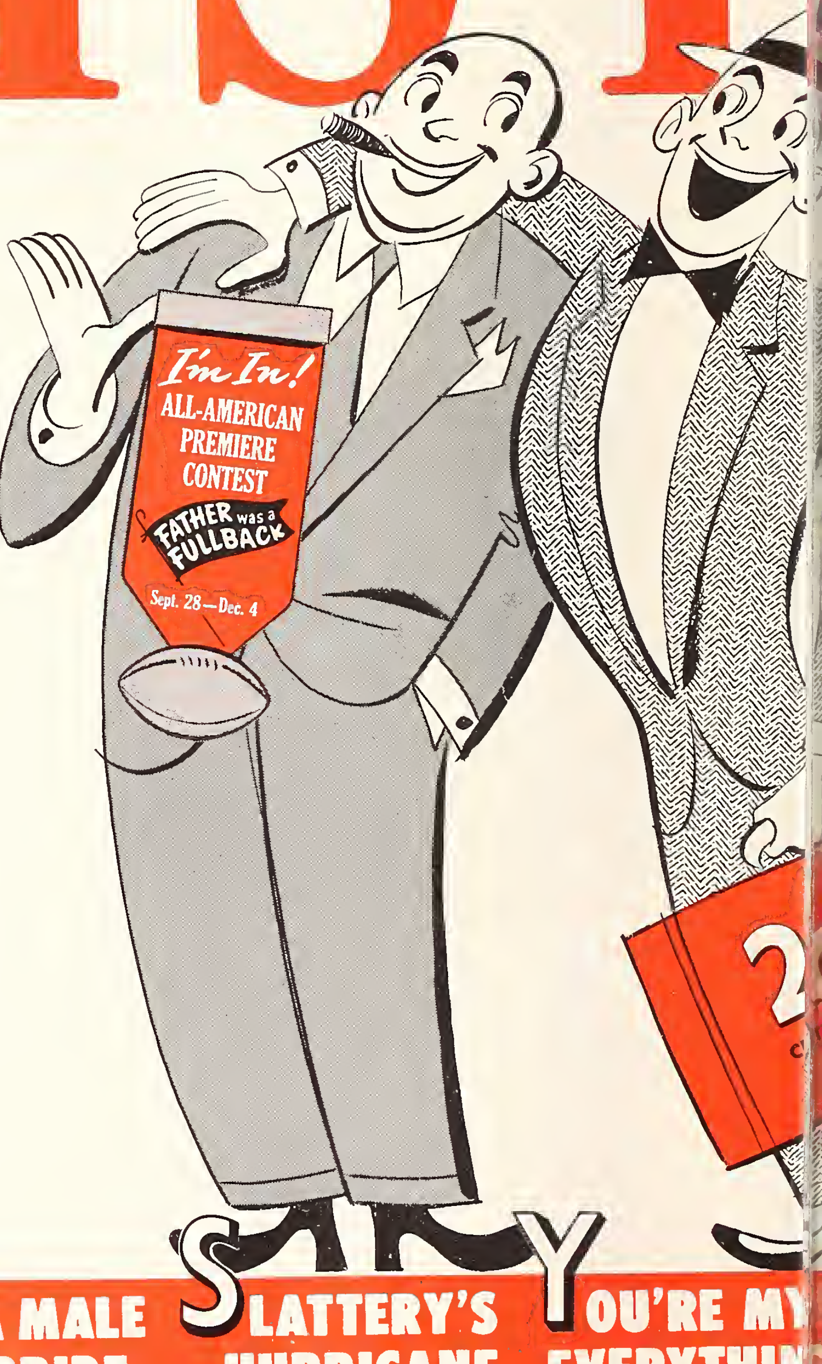
Foremost among the local's demands this year is one for a 10 per cent general pay increase, according to H-63 executive vice-president Russell Moss, who will participate in the negotiations.

Services for Kaimann

ST. LOUIS, Sept. 12.—Francis S. Kaimann, co-owner of five theatres in North St. Louis and St. Louis County, died Thursday night at County Hospital of injuries suffered in an automobile collision last Tuesday night. Kaimann, 33, was the son of the late Stephen A. Kaimann, who founded the Kaimann circuit in 1910, turned it over to his sons when he retired in 1926, and died in 1946. He is survived by the widow, Mrs. Garnett Kaimann; a son, Kenneth; a sister, Mrs. Anna Ballman, and a brother, Clarence, a partner in the theatre holdings. Funeral services were held today at St. Stephen's Evangelical Church in St. Louis County, with burial in St. John's Cemetery.

THIS HAPPY SHOV

*CISY


I'm In!
ALL-AMERICAN PREMIERE CONTEST
FATHER was a FULLBACK
Sept. 28—Dec. 4
2

*

COME TO THE STABLE
Ringing the box-office bell!

I WAS A MALE WAR BRIDE
Topping "Belvedere" all along the line!

SLATTERY'S HURRICANE
Still Storming Across the Land!

YOU'RE MY EVERYTHI
August Box-Office Champion" —M. P. Hera

There's No Busines

MAN HAS

FTEO

(Don't try to pronounce it—
just play it!!)

F ATHER WAS
FULLBACK
re you in the
7500 Premiere Contest?

T HIEVES' HIGHWAY
"Another Mop-Up for 20th—Fox"—Daily Variety

E VERYBODY DOES IT
"Stars, word-of-mouth assure top money-maker"—Showmen's

O H, YOU BEAUTIFUL DOLL
Every Showman's Thanksgiving date!

ike 20th CENTURY-FOX Business!

TOA Elects

(*Continued from page* 1)

Gael Sullivan, executive director, the board heard a legislative report from A. Julian Brylawski and a report from Charles P. Skouras, treasurer and convention chairman.

In an appeal for industry unit, Skouras declared:

"The success of the TOA convention must be measured in terms of accomplishment for the future welfare of our industry. We stand at an important period in motion pictures and this convention, by bringing together in Hollywood—the heart of the industry—exhibitors representing 9,500 theatres from Coast to Coast, will serve the entire motion picture business.

"We benefit from mutual prosperity. What is good for the industry as a whole is good for each and everyone of us. Studio production heads and New York distribution executives have announced their willingness to cooperate in the convention by joining with exhibitors in solving mutual problems. It is up to all of us, individually and collectively—whether we are exhibitor, producer or distributor—to work toward the success of the TOA meeting. United effort will bring results."

Sullivan Reports

J. J. O'Leary, and Pinanski, co-chairmen of the finance committee, submitted a budget for approval. Sullivan also delivered a report.

The board deferred action on the election of regional vice-presidents until the new organizational committee, headed by R. J. O'Donnell, works out better geographical groupings. The board will meet in special session later to approve the revisions.

A Mexican delegation, headed by Luis Montes, dropped in to present personally a membership application covering what was described as "more than 50 per cent of the Mexican theatre industry." The three-man group also included Emilio Azcarraga and Gabriel Alarcon. The application was referred to the new organizational committee.

At a press conference following his election, Pinanski stressed "the tremendous strides toward unity that have already been made and that are in the making by the convention." He said it was a message that "belonged in the mailbox of every exhibitor."

At a press conference following the morning board meeting, Ted R. Gamble, retiring board chairman, disclosed that the directors had received a summary of the Chicago public relations conference from Ned E. Depinet, RKO president, urging speedy TOA action to establish the industry "P.R." unit. Gamble expressed confidence that approval would be swiftly forthcoming.

Reports Protests on Bids

Gamble revealed that considerable exhibitor sentiment against the manner in which distributors are handling competitive bidding and staggered clearances exists. He declared, "Our members feel that distributors are using competitive bidding to pit one theatre against another and to make more dollars, not to make more films available." Gamble stressed that TOA is sticking to its policy of avoiding discussion of trade practices but said, "We'll go into the broader aspects of these matters."

TOA members have indicated they are in favor of uniform clearances, Gamble said. Herman Levy, general counsel, considers uniform clearances to be legal. The directors are to make recommendations for the establishment of a "fair method" to the convention's distributor-relations committee.

Messages of welcome were sent to the exhibitor delegates by Louis B. Mayer, Y. Frank Freeman, Joseph M. Schenck, Sid Rogell, Harry M. Warner, Jack L. Warner, Henry Ginsberg, Leo Spitz, William Goetz, Herbert J. Yates, and other production and studio heads.

Elect Vice-presidents

Elected by the board in addition to Pinanski and Lockwood were two national vice-presidents, Mitchell Wolfson, Miami; and Sherrill Corwin, Los Angeles. Other officers are Skouras, treasurer; Edward Zorn, Pontiac, Ill., secretary; Levy, New Haven, general counsel; Ben Strozier, Rock Hill, S. C., and Claude Mundo, Little Rock, Ark., co-chairmen of the finance committee.

Elected to the executive committee were: O'Leary, Scranton, Pa.; Robert Wilby, Atlanta; Gamble, Portland, Ore.; S. H. Fabian, New York; D. B. Cockrill, Denver; Nat Williams, Thomasville, Ga.; Leonard Goldenson, New York; O'Donnell, Dallas; Morris Loewenstein, Oklahoma City; Max Connett, Newton, Miss.; Robert W. Coyne, New York; William Ruffin, Covington, Tenn.; and R. R. Livingston, Lincoln, Neb.

The board adopted resolutions in commemoration of two deceased executive committee members, Harry Lowenstein, Oklahoma City, and Fred Wehrenberg, St. Louis.

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ITO of Southern Cal. 'Ribs' TOA Convention

Los Angeles, Sept. 12.—A letter "ribbing" Theatre Owners of America's convention claims of representing 9,000 theatres and harrying the organization on trade practice and other questions was made public here today by the ITO of Southern California and Arizona, an affiliate of the Pacific Coast Conference of Independent Theatre Owners.

The letter, addressed to Gael Sullivan, TOA executive director, and signed by Fred Weller, general counsel and executive secretary of the ITO, said the membership claim "needs correction." It contended that the backbone of TOA is "3,000 theatres owned by the five major producers and distributors."

TOA adherents were quick to point out that their critic was misinformed at the outset, that Loew's, Warners and RKO theatres were never members of the TOA.

The letter also posed questions concerning TOA's attitude on controversial trade practice matters and asked if the organization is interested "in policing the decree" in the Paramount trust case. Some viewed the letter as the type of internal bickering which the all-industry public relations conference in Chicago condemned and hoped to eliminate.

Lockwood's Keynotes

(*Continued from page* 1)

new rules of procedure for distribution and exhibition.

"To settle once and for all the many industry questions of competitive bidding, reissues, double features and other related controversial matters, unity is needed against unfair and discriminatory taxation and legislation.

"An improvement in intra-industry relations is called for at once for it is urgent to find immediate ways and means of increasing attendance at theatres.

"A joint approach of producers and exhibitors to the question of television is necessary and as such is not to be centered in any one city.

"Hollywood is the undisputed world center of motion picture production and TOA welcomes the opportunity to hold its national convention here and thereby have the opportunity to meet and discuss the industry's mutual problems with all concerned in a forthright and friendly manner."

NEFC Registration

(*Continued from page* 1)

Film Corp. was held here yesterday to clear the last legal hurdles before its active operation and approved the filing of incorporation and other legal papers in California this week.

There has been no formal discussion yet of definite production financing projects, according to Ben Trustman, NEFC attorney, although Si Fabian and other NEFC executives are known to have held discussions with some producers. Trustman confirmed that the company hopes to make its first production loans within the next 30 to 60 days.

NEFC's charter permits it to begin business as soon as a minimum of $2,000,000 in stock has been subscrbied. Pledges have been received for more than $3,000,000 and considerably more than that is believed to be in view. With the issuance of stock, a meeting of stockholders will be called to elect directors, who will meet to elect officers.

Screen Writers Jobs Up to 380 from 346

Hollywood, Sept. 12.—The number of writers employed by major and independent film companies has increased from 346 to 380 in the past month, Screen Writers Guild revealed here today. Employment of writers in television, documentaries and other film activities also increased slightly in the same period, it was said.

Sawyer 'Impressed' By Tax Slash Need

Los Angeles, Sept. 13.—In an address today before a luncheon held by Theatre Owners of America in conjunction with its annual convention at the Ambassador Hotel here, U. S. Secretary of Commerce Charles Sawyer will point out that there is "general agreement that war-time excise taxes should be repealed as soon as possible."

"I am greatly impressed," Sawyer declared, "by the argument that taxes which were imposed originally to prevent people from spending their money for so-called luxuries should no longer be effective when the object is now to encourage people to spend their money for whatever they need or want. I am also impressed with the argument aganst a tax based upon admissions regardless of profit. The income tax is justifiable on the theory that you don't pay the tax unless you have the income. The tax on admissions is payable whether you make any money or not."

Must Replace Revenue

In a lengthy address taking cognizance of the American film industry's post-war economic position, the Commerce Department chief pointed out that "the problem for the government" is to replace or lose the revenue which comes from admission and other excise taxes. "At a time when we are undertaking to stimulate consumer expenditures," he emphasized, "w should survey carefully the possibilities of reducing taxes which discourage such expenditures."

Paying tribute to the industry, Sawyer said "Aside from the entertainment they provide, motion pictures ar a powerful force in our economy. Th motion picture has passed all its competitors in the field of spectato amusements. It is the undispute queen of the entertainment world. He said the industry carries heav social responsibilities, and he congratulated it on having performed we those many tasks.

Cites Golden's Work

"The government," Sawyer sai "will try to help your industry solv its problems connected with foreig distribution." In this connection h cited the work of Nathan D. Golde head of the motion picture branch the U. S. Bureau of Foreign and Domestic Commerce. He reported th the U. S. Bureau of Standards is engaged in a series of studies concerning the acoustical properties of mat rials used in theatre construction, ar revealed that, in this connection, was learned that repainting theat interiors sometimes damages t acoustical properties.

IN THE "EAST"... IT'S

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N. J. Allied Parley

(Continued from page 1)

the year's battles "complete." He warned, however, that it is the "duty" of Allied units everywhere to "police" divested theatres so that they "do not continue obnoxious practices."

Lachman, who declare emphatically in a press interview here today that, due to pressure of private business, he will not be available for a fourth term as organization president, told the convention that the recent all-industry public relations parley in Chicago was a "great meeting." He remarked that "while final approval from Allied regional units is required, the success of this (public relations) venture will be assured if (participating) groups do not deviate from the meeting's single purpose—public relations."

Will Pass on 'P.R.'

He disclosed that the delegates to the forthcoming Minneapolis Allied convention "will be charged with New Jersey Allied's attitude on the public relations convention." The Jersey organization will pass its official judgment on the 'P.R.' all-industry effort before the convention adjourns Wednesday evening.

Listing New Jersey Allied's accomplishments in the past year, Lachman pointed up the organization's victory over "threatened state censorship." The organization "unobtrusively" defeated it, he said, and maintained that thereby it "saved distributors thousands of dollars in censor fees."

Bingo-playing, a mounting threat to New Jersey theatre owners, was termed "a political hot potato" by Lachman. Pointing out that "this is an election year," he called for "exhibitor solidarity" in fighting bingo playing.

On the question of 16mm. competition, Lachman credited his organization with having succeeded in making the film companies "curb over-zealous 16mm. sales departments."

Elections Wednesday

The New Jersey Allied nominating committee, headed by George Gold, met today and announced later that it will report its recommendations for a new slate of officers at a closed business session on Wednesday. Elections will follow.

The organization's board chairman, Irving Dollinger, notified the delegates today of convention committee appointments, with the following to serve as chairmen: Lou Gold, reception; Mrs. Harry Lowenstein, ladies; Lee Newbury, golf; George Gold, resolutions.

Among the speakers at tomorrow's business session will be Leon Bamberger of RKO Radio and Mike Simon of M-G-M.

Allied Eastern regional delegates will hold a private luncheon tomorrow.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMB FEDERAL DEPOSI NSURANCE CORPORATI

Golden Sees Threat

(Continued from page 1)

man-made commodities with frozen funds and then sell them in this country for dollars. He said, however, that as far as he knows no such suggestion had been made to any individual companies.

Although he "didn't want to tell American producers what to do with frozen funds," Golden said, producers in the past have "never found it profitable" to work out frozen funds in foreign productions. "They have always wound up building up an industry that becomes a competitor to them," he said. "Then the foreign industry starts producing pictures and even if the pictures are inferior to ours they ask their governments to legislate to get their own picture on the screen."

Golden said he may recommend holding an international film festival here in connection with the Washington Sesquicentennial celebrations opening in 1950. He said he would suggest to Carter Barron, executive vice-chairman of the Sesquicentennial, that the world's outstanding pictures be brought here to be shown in a specially built theatre. Such a festival would be the first of its kind here.

Golden also suggested that the Venice, Brussels and Cannes yearly international film festivals "get together and alternate each year." He declared that there were "too many" film festivals and that if the number were cut down American companies would be more interested and participate to a greater degree.

Spiegel to Represent

(Continued from page 1)

yesterday by Phil Reisman, RKO Radio foreign distribution vice-president.

Spiegel will make his headquarters in Frankfort. Other offices will be maintained in Berlin, Munich, Dusseldorf and Hamburg. RKO will occupy space in premises of the MPEA, handling the sale and booking of its own pictures, with physical distribution going through the MPEA.

Spiegel has been handling special assignments for RKO Radio for the past four years in foreign distribution.

He went to RKO's foreign department direct from the Armed Forces after the termination of World War II. He was decorated 12 times by the U. S. and Allied nations. Spiegel has already left here by air for Paris for conferences with RKO European sales manager Elias Lapinere, before taking up his new position in Frankfort on Friday.

Income from Abroad

(Continued from page 1)

steps involving two or three countries, the MPAA president mentioned other deals in kind now in negotiation which are expected to yield substantial returns. Although he declined to state the amount of money received from outside the United States, he revealed that total funds now frozen abroad are far less than generally believed.

Johnston will address the Theatre Owners of America convention on Wednesday night and leave the next day for New York. He leaves from there Sunday for Europe.

New NY Drive-in

ALBANY, N. Y., Sept. 12.—Hollow Brook Drive-in Theatre Corp. has registered to operate an outdoor theatre in Cortland, N. Y.

Wallis, UK Filming

(Continued from page 1)

Germany and Italy. Under the terms of the Anglo-U. S. film accord a portion of American-owned blocked pounds will be used for philanthropic purposes in England unles invested by the owner by June 14, 1950.

Wallis said he fails to see any "real" means of using the money other than in film production, and while he may make a film in England next year using some of his own blocked funds as well as Paramount's, a successful film there virtually requires a substantial outlay of American dollars. Using British pounds only would mean an "all-British" picture and "history shows that relatively few" of these are successful in the U. S. dollar market. To "guarantee" a film made in England, American stars and a director are required and this, with overhead, would mean a dollar investment of close to $500,000, Wallis said.

Wallis said he believes bank financing will continue difficult for independent producers as long as the "frozen money situation" exists. He said that while a profit can be made in the domestic market, foreign country potential rentals always provided a "cushion."

He will leave this week for Hollywood where interior shooting will begin on his latest, "September," starring Joseph Cotten and Joan Fontaine. Location shooting was done in various Italian cities. He will start with "The Furies," by Niven Busch, starring Barbara Stanwyck and MacDonald Carey, on Nov. 1. Next will be a film featuring Jerry Lewis and Dean Martin and one starring Burt Lancaster.

Get 10% Pay Raise

(Continued from page 1)

but was postponed when Richard F. Walsh, IATSE president, and heads of the companies agreed to sit in on negotiations. The new pact has already been ratified by the membership.

The 10 per cent wage boost will increase the companies' payrolls by approximately $500,000 per year, according to Francavilla. The contract is for two years, effective June 19, giving Local 702's members about $160,000 in retroactive pay.

Pay premiums for workers on midnight crews will be increased from 10 per cent above the base rate to 15 per cent. Maximum severance pay will go up from five weeks' wages to seven, with the maximum payable to those employed for 15 years or more. The technicians will receive two weeks' vacation with pay after their second year's employment, rather than after the third, as in the past. Those on a job one year will receive one week's vacation.

The union dropped its demand for a reduction of the work week from 40 to 32 hours.

Laboratories involved are: Consolidated, De Luxe, Paramount, Warners, Ace, Pathe, Du-Art, Mecca, Guffanti, Movielab, Circle, Precision, Malcolm, Mercury and Producers. Separate negotiations with RKO, National Screen, Ansco Film and WPIX Television are to begin shortly.

Milstein to Cinecolor

HOLLYWOOD, Sept. 12.—J. J. Milstein joined Cinecolor Corporation today as special sales representative, resigning as salesmanager of Du-Art Film Corporation, New York.

M-G-M TRADE SHOWS!

"INTRUDER IN THE DUST"

Monday, September 19th

ATLANTA, GEORGIA
20th-FOX SCREEN ROOM
197 WALTON ST., N. W. . . . 4 P.M.

MEMPHIS, TENNESSEE
20th-FOX SCREEN ROOM
151 VANCE AVE. . . . . 2 P.M.

NEW ORLEANS, LOUISIANA
20th-FOX SCREEN ROOM
200 SO. LIBERTY ST. . . 3:30 P.M.

MEET

"The Great Lover"

AT PARAMOUNT

Trade Shows

FROM SEPT. 12 TO OCT. 3

In Theatres—Before Audiences

You'll know it's the show
to give your customers

FOR CHRISTMAS

BOB HOPE

He's out to outgross "The Paleface"
and "Sorrowful Jones"

RHONDA FLEMING

She's Crosby's luscious "Connecticut
Yankee" sweetheart

"The Great Lover"

with

Roland YOUNG · Roland CULVER · Richard LYON · Gary GRAY

Produced by Edmund Beloin · Directed by ALEXANDER HALL

Written by Edmund Beloin, Melville Shavelson and Jack Rose

"A Thousand Violins" and "Lucky Us"
are Bob's new hit songs by "Buttons &
Bows" composers, Livingston & Evans.

PLACE OF SCREENING	DATE
ALBANY Madison Theatre	Sept. 14
ATLANTA Fox Theatre	Sept. 14
BOSTON Fenway Theatre	Sept. 12
BUFFALO Center Theatre	Sept. 16
CHARLOTTE Dilworth Theatre	Sept. 16
CHICAGO Paramount Proj. Room	Sept. 12 (1:30 P.M.)
CINCINNATI Albee Theatre	Sept. 13
CLEVELAND Loew's State Theatre	Sept. 12
DALLAS Tower Theatre	Sept. 14
DENVER Denham Theatre	Sept. 13
DES MOINES Des Moines Theatre	Sept. 28
DETROIT Michigan Theatre	Sept. 13
INDIANAPOLIS Paramount Proj. Room	Sept. 21
JACKSONVILLE Florida Theatre	Sept. 28
KANSAS CITY Paramount Theatre	Sept. 13
LOS ANGELES Paramount Thea., Hollyw'd	Sept. 13

PLACE OF SCREENING	DATE
MEMPHIS Paramount Proj. Room	Sept. 14 (2:30 P.M.)
MILWAUKEE Palace Theatre	Sept. 16
MINNEAPOLIS Radio City Theatre	Sept. 29
NEW HAVEN Paramount Theatre	Sept. 14
NEW ORLEANS Paramount Proj. Room	Sept. 14 (1:30 P.M.)
NEW YORK CITY Loew's Lexington Theatre	Sept. 12
OKLAHOMA CITY Criterion Theatre	Sept. 12
OMAHA Paramount Theatre	Sept. 28
PHILADELPHIA Tower Thea., Upper Darby, Pa.	Sept. 15
PITTSBURGH Loew's Penn Theatre	Sept. 13
PORTLAND, ORE. Orpheum Theatre	Sept. 16
ST. LOUIS Ambassador Theatre	Sept. 12
SALT LAKE CITY Utah Theatre	Oct. 3
SAN FRANCISCO Paramount Theatre	Sept. 12
SEATTLE Paramount Theatre	Sept. 12
WASHINGTON Warner Theatre	Sept. 14

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 52 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 14, 1949 TEN CENTS

Top Problems Clearances, Old Customers

A. W. Smith Urges N. J. Allied to Help on Both

By RED KANN

Atlantic City, Sept. 13.—Clearance and the status of the old established customer are two of the prime problems facing exhibitor and distributor from the welter of court decisions and, hopefully, face solution if realistically and cooperatively approached, A. W. Smith, Jr., 20th-Fox distribution vice-president, told Allied of New Jersey's 30th anniversary convention today.

He also suggested some way perhaps should be contemplated to enlist the interest of "the proper authorities" in the acuteness of these problems, but did not amplify this view further.

"You know," Smith explained, "that in many areas we have reduced clearances and made our pictures available to theatres at an earlier date. While this arrangement is advantageous to our customers, it has created a problem due to the fact that each individual distribution company has a differ-

(*Continued on page 6*)

E-L Plans Embrace Distribution Only

Hollywood, Sept. 13.—Deals with outside producers being lined up for Eagle-Lion by William MacMillen, executive vice-president, point to a straight distribution policy for the company for the immediate future.

Indications are that the E-L studio will remain closed and no new production program will be initiated by the company itself unless a new line of financing becomes available. The private financing made available to the company last month through Robert

(*Continued on page 7*)

Deny Move to Stay Keller-Dorian Suit

A motion made by Eastman-Kodak and Technicolor for a stay of action in the $300,000,000 suit of Keller-Dorian Color Film Corp. has been denied here by Judge Edward Conger of U. S. Federal Court. The defendants sought to hold up the action until the determination of the govern-

(*Continued on page 7*)

New York's MMPTA Is 1st To Indorse Unified 'P. R.'

Board of directors of the Metropolitan Motion Picture Theatres Association of New York at a meeting here yesterday indorsed the recommendations of the all-industry conference on public relations which was held in Chicago two weeks ago, thus becoming the first industry group to take formal action on the unity project.

Leo Brecher, MMPTA president, was confirmed as the organization's representative on the public relations Conference Committee, and Oscar A. Doob, executive committee chairman of the New York group, was named alternate. D. John Phillips, MMPTA executive director, and Brecher and Doob were delegates to the Chicago conclave.

Through its three delegates, the MMPTA had representation on various committees which functioned at the Chicago meeting. Reports by the three on activities of the committees preceded the board action yesterday. The MMPTA directors expressed gratification at the outcome of the Chicago conference and commended the three delegates for "what they felt were important contributions not only

(*Continued on page 7*)

Can Cite Para. Case In Drive-in Action

Chicago, Sept. 13.—Deferring a hearing on the South Bend Auto Drive-in clearance case against distributors until tomorrow, Federal Judge John P. Barnes today stated the Paramount case would be an admissability of fact in the hearing, and that he considers the case to be a final decree, despite the defendants' argument that it was not a sufficiently final decree acerding to the Circuit Court of Appeals decision in the fifth-and-Walnut case in New York.

'No Complaints' on N. Y. First Runs

Almost to a man, New York "showcase" showmen are saying "no complaints" this week about the state of box-offices. The majority are doing good business, some are bringing especially lofty returns and only a very few are drawing modest income. Reopening of the city's schools on Monday might have affected business somewhat but apparently not enough to matter, the matinee trade being close to normal at the start of the week.

"Under Capricorn" is a big-money attraction at the Music Hall where it drew $21,000 on its Thursday opening and has continued strong since. The film, playing with a stage presentation, probably will give the Hall about $140,000 in a very healthy initial week.

"White Heat," with Xavier Cugat's

(*Continued on page 6*)

86 to Attend MGM Fall Sales Meet

M-G-M will hold a fall sales conference at the Hotel Astor here, starting Oct. 17, according to an announcement by William F. Rodgers, sales vice-president. The meetings are expected to last a week.

Attending will be 46 from the field and 20 from the home office. The meetings will mark the first get-together of the field and home office sales forces in eight months, since the company held its "Silver Anniver-

(*Continued on page 7*)

Financing Set for Coplan's Company

London, Sept. 13.—Andrew Holt, Anglo-Canadian financier and second largest stockholder in Lord Beaverbrook's *London Express* Newspapers, heads the financial interests behind David H. Coplan's syndicate which recently acquired International Film Renters here. The company is affiliated with Film Classics, holding a long term distribution franchise.

It is believed here that there is a close interlocking between IFR and Coplan's Film and Television Corp. in America. The latter received an advance from the government's Film Finance Corp. for production of tele-

(*Continued on page 6*)

Para. Forms Seven Station Video Net

Los Angeles, Sept. 13.—Plans for a nationwide network of television station affiliates to carry programs transcribed at KTLA, Los Angeles, was quietly put into effect within the past month, it was learned today. Seven stations are already signed up by Paramount Television Productions, Inc., and include stations in San

(*Continued on page 7*)

TOA Tackles Exhibition's Tasks, Needs

Second Day's Sessions Discuss Diverse Problems

Los Angeles, Sept. 13.—Delegates to the Theatre Owners of America second annual convention settled down to the discussion of major problems confronting exhibitors as the meet went into its second day at the Ambassador Hotel.

Television, distributor-exhibitor relations, film production, liability insurance and competitive bidding were among the subjects touched upon during the day's two business sessions.

Arthur H. Lockwood, former president and now board chairman of the organization, reported in detail on the work accomplished by TOA for its members during the past year.

Lockwood outlined to delegates a favorable liability insurance policy made available to certain sections of the country through TOA negotiation, pointing out that this policy runs on a per-seat basis instead of a per-ticket basis, thereby eliminating an audit by the insurance company. Lockwood spoke earnestly on the need for exhibitors to cooperate actively in

(*Continued on page 7*)

Go Slow on 'P. R.' Depinet Cautions

Los Angeles, Sept. 13.—Addressing this afternoon's business session of the Theatre Owners of America's annual convention at the Ambassador Hotel here, Ned E. Depinet, RKO president and chairman of the industry's Public Relations Conference Committee, cautioned against "haste and the temptation to decide too quick-

(*Continued on page 7*)

Ohio Drive-Ins Set Plans at First Meet

Columbus, O., Sept. 13.—A vigorous program for the benefit of Ohio drive-in operators was adopted at a meeting of the new Ohio Drive-In Theatres Association at the Variety Club here today. Five committees were appointed in the fields of taxes, daylight savings repeal, insurance, highway and traffic conditions and general activities. Temporary officers were re-elected to continue in office

(*Continued on page 6*)

Personal Mention

JOSEPH HAZEN, president of Hal Wallis Productions, will sail for New York from Cherbourg on Sept. 22.

•

WILLIAM A. SCULLY, Universal-International sales vice-president, left New York yesterday for Albany and will be in Buffalo Thursday, Friday and Saturday, after returning here over the weekend from Boston.

•

MICHAEL CURTIZ, Warner director; TED MCCORD, cameraman, and SHERRY SHOURDS, assistant director, have returned to Hollywood from New York.

•

AL MARGOLIES has returned here from London where he worked on the American publicity campaign for Warner's "Stagefright," being filmed in England.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due here tomorrow from Atlantic City.

•

ERIC JOHNSTON, Motion Picture Association of America president, was in San Francisco yesterday from Los Angeles.

•

PHIL GERARD, Universal-International Eastern publicity manager, returned to New York yesterday from Nashville, Birmingham and Atlanta.

Dated 18,437 Theatres For 'Para. Week'

A total of 52,913 shipments by Paramount for 18,437 theatres in the United States and Canada, representing "almost complete saturation," was reported by A. W. Schwalberg, sales vice-president, for the company's "Paramount Week," Sept. 4-10.

Aim for the week, according to Schwalberg, was to inaugurate the company's "Gold Rush of '49" sales drive.

Develop New TV Test

A new television film which is said to provide a more rapid test of TV picture size, contrast and detail has been completed by the Society of Motion Picture Engineers. Dr. R. L. Garman, General Precision Laboratories research director, headed the committee which developed the new film.

Services for Deitcher

ALBANY, N. Y., Sept. 13.—Funeral services for Charles Deitcher, 53, operator of the Lincoln Theatre in Schenectady, who died there yesterday, were held in Albany today. Burial was in Troy. Deitcher was at the Palace, Schenectady, before taking over the Lincoln. The widow, a son and a brother survive.

James Kendall, 30

PORTLAND, Ore., Sept. 13.—James Kendall, 30, former assistant manager of the Coliseum Theatre, died here today of leukemia.

Orders Curb on FCC In Giveaway Row

CHICAGO, Sept. 13.—Motion for a temporary injunction enjoining the Federal Communications Commission from enforcing its declaration against radio giveaways was granted today by Judge Michael J. Igoe in U. S. District Court here.

The petitioner was Radio Features, Inc., which sought the temporary order within the framework of its suit to test the legality of the FCC's announced intention to take sanctions against broadcasters which feature jackpots on any of its programs. The restraint on the FCC will be in effect pending a hearing of the suit by a three-judge statutory court here on Oct. 7.

Judge Igoe ruled that the FCC could not revoke the licenses of stations which carry giveaway shows produced by Radio Features pending outcome of the suit. Immediate effect of this on other stations and networks was not clear, but it could serve as a precedent in other actions now pending in New York, instituted by the networks.

Judge Igoe recommended to FCC attorney Max Goldman that the Commission declare a "period of status quo" with regard to giveaways until the issue has been decided in the courts.

Before the decision on the temporary restraint, Goldman had said that the FCC intends to refuse renewal licenses to stations broadcasting jackpot shows after Oct. 1 and to reject license applications by those intending to have a giveaway policy.

Plea for Extended 'Stable' Loop Run

CHICAGO, Sept. 13.—The petition sought by the Illinois-United Artists Theatre Corp. for an eight-week run of 20th Century-Fox's "Come to the Stable" to play at its Loop theatre was placed under advisement today by Federal Judge Michael J. Igoe, after a hearing at which he stated a decision would be rendered within a week.

William O. Gehring, 20th-Fox assistant general sales manager, testified that the film required more playing time than that allotted under the two-week provision of the Jackson Park decree because of the religious nature of the film, which needed a "word-of-mouth" campaign. Attorney Leroy Krein stated that the petitioner was the lessor of the United Artists Theatre, having a management contract with the 45 W. Randolph Corp., which is operated by Balaban & Katz.

Kemp Wins U-I Award

Winners of the prizes offered by Universal-International for the best campaigns on U-I pictures developed by Tri-States Theatres managers during the circuit's annual showmanship drive were: Wally Kemp, Capitol Theatre, Grand Island, first prize, $250; William Wenz, Rivoli, Falls City, second prize, $150; Dale Russell, Hollywood Theatre, Sioux City, third prize, $100.

Woolf on Own; Has American Backing

LONDON, Sept. 13.—John Woolf, who resigned recently as joint managing director of J. Arthur Rank's General Film Distributors following a prolonged policy dispute with John Davis, Rank's executive aide, is in process of forming two new companies here, one for production financing, the other for distribution.

His plans provide for 10 pictures annually, using some American scripts and stars, with payment therefor to be made in dollars in America. Woolf is negotiating for the purchase of an old-established, minor distributor in order to secure physical facilities. He is reported to have financial backing from unidentified American interests in addition to banks which were associated with his father, the late C. M. Woolf, in financing the first GFD.

Colosseum Pact Talks Enter Brief Recess

Revised contract negotiations which were conducted here during the past week between the Colosseum of Motion Picture Salesmen of America and representatives of 11 distributors were recessed yesterday, and are expected to be resumed in about four or five days either in New York or some other city which would be mutually convenient. It is understood that the conferees have not yet approached an agreement on any of the several demands introduced by the salesmen's union.

Colosseum attorney David Beznor returned to his Milwaukee headquarters yesterday and the several members of the union's negotiating committee have left here for their respective cities.

Schaefer to Coast For Kramer Talks

Discussions covering the unfreezing of funds in foreign countries of Stanley Kramer Productions are on the agenda of Coast meetings which George J. Schaefer, general sales manager, will hold next week with Kramer, company president, and George Glass, exploitation and publicity vice-president. Also to be discussed is the company's plans for an increased production schedule of six pictures a year.

Schaefer will leave for Hollywood on Monday.

Annual Schine Meet

Stirling Silliphant, special promotions manager for 20th Century-Fox, will represent the company's advertising-publicity department at the Schine circuit's annual theatre managers meeting today in Syracuse. Silliphant will address the conclave on forthcoming 20th Century-Fox product. On Friday he will address a Schine meeting in Columbus.

'Whole Family for $1'

CHICAGO, Sept. 13.—Hamond Outdoor Theatre has instituted a "Buck Nite," advertising "The Whole Family for $1." The offer is for Tuesdays with a double feature.

Newsreel Parade

MISS AND MRS. AMERICA, a sea disaster, a plane crash, and varied sporting events are some of the items covered in current newsreels. Other items include the rebuilt Tacoma Bridge, and foreign news. Complete contents follow:

MOVIETONE NEWS, No. 74—Tacoma Bridge rebuilt. Supersonic jet speed featured in British air show. Miss and Mrs. America of 1949. Brother-sister diving act. Australia: table tennis.

NEWS OF THE DAY, No. 204—Washington: bridge disaster. New sky giant. Shipwreck off California coast. Miss and Mrs. America, 1949. Venice regatta. Air circus thriller.

PARAMOUNT NEWS, No. 7—Baseball.

TELENEWS DIGEST, No. 37-A—German move to rule again. Czechoslovakia: Church-state controversy. France loses India foothold. Kirsten Flagstad here for per formances. Submarine survivors. Miss an Mrs. America, 1949. Bullfighters holiday i Spain.

UNIVERSAL NEWSREEL, No. 282—Miss and Mrs. America, 1949. Tacom Bridge rebuilt. New plane. Cannes Festival Stunt plane. Weight lifting.

WARNER PATHE NEWS, No. 9—Miss and Mrs. America, 1949. New Germa Republic born. Canadian army shows fir power. Rebuilt Tacoma Bridge. Do yo remember?—Tacoma Bridge disaster. High diving. Plane crashes in circus. Pennsyl vania: first U. S. oil well pumps again.

Aubrey Schenck to Produce for U-I

HOLLYWOOD, Sept. 13.—Aubre Schenck, production executive at Ea gle-Lion Studios since the inception c the company three years ago, has re signed to become a contract produce with Universal-International.

Schenck's most recent production as signments for E-L were supervision c two documentary-style dramas "Trapped," story of the Treasury De partment, and "Port of New York, story of the U. S. Customs Bureau.

Serkowich to Promot UA's 'Without Honor

The public relations and advertisin firm here headed by Ben Serkowic has been retained by Howard Le Sieu United Artists advertising-publicit director, to aid in the promotion c the Hakim Brothers-Nasser produc tion, "Without Honor."

In addition, Le Sieur and his aide Al Tamarin and Mori Krushen, wi initiate 47 separate projects to explo the film, it was said.

To Aid Salvation Army

BOSTON, Sept. 13.—Walter Brov and William Koster have accepted t co-chairmanship of the entertainme division for the Salvation Army's a nual drive for funds. Brown will rep sent sports and Koster will represe the motion picture industry in t area. Samuel Dame of Marshard M sic Corp. will head the music divisi and Albert Daytz of Warner Brothe will head the film distribution divisi

W.B. Preview at Sea

A preview of Warner Brothe "Task Force" will be held aboard t *USS Midway* in Gravesend Bay Fort Hamilton next Tuesday, follow by carrier aircraft operations at s for press representatives and others vited by the Secretary of the Na

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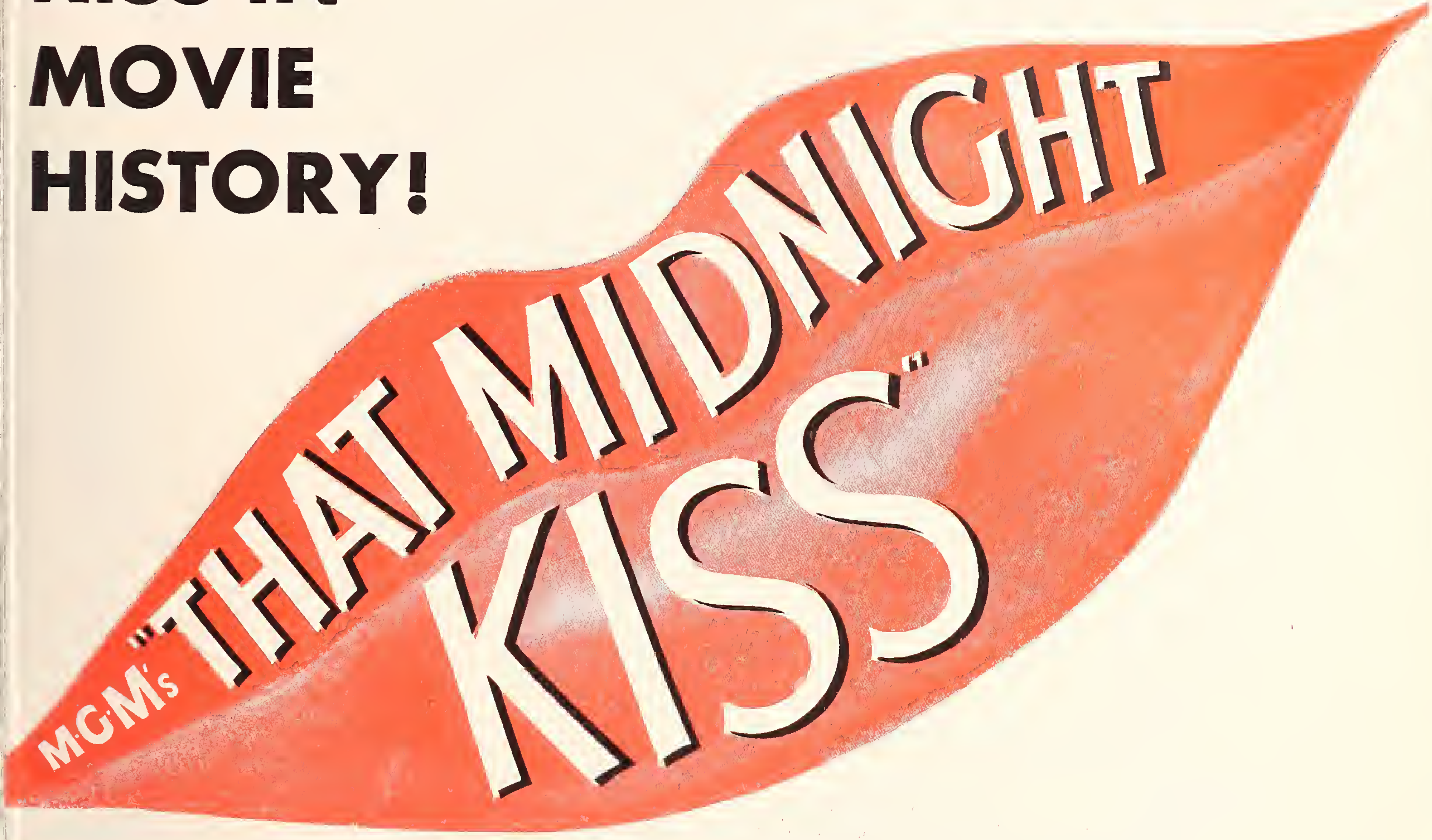
THE BIGGEST KISS IN MOVIE HISTORY!



SMACK!

(*in Technicolor*)

World Premiere in Philadelphia breaks 20-year record of Boyd Theatre for first week. M-G-M's Sweetheart of Technicolor Musicals is headed for terrific long run!

M-G-M presents "THAT MIDNIGHT KISS" starring KATHRYN GRAYSON · JOSE ITURBI with ETHEL BARRYMORE · KEENAN WYNN · J. Carrol Naish · Jules Munshin · Thomas Gomez Marjorie Reynolds · And Introducing MARIO LANZA · Color by TECHNICOLOR · Screen Play by Bruce Manning and Tamara Hovey · Directed by NORMAN TAUROG · Produced by JOE PASTERNAK

"YES SIR, THAT'S MY BABY"

The surprise picture of the year! Opened B & K Roosevelt Theatre, Chicago, to sensational business! Set terrific pace all through Midwest in 400-city day-and-date booking and now hitting top grosses all over the country!

DONALD O'CONNOR • CHARLES COBURN
GLORIA De HAVEN
in "YES SIR, THAT'S MY BABY"
COLOR BY TECHNICOLOR
with JOSHUA SHELLEY
and introducing BOOPKINS
Baby of the Year
Story and Screenplay by Oscar Brodney
Produced by Leonard Goldstein
Directed by George Sherman

"Johnny STOOL PIGEON"

Following the fast pace set in its premie engagements in Los Angeles, S Francisco, Vancouver, this thril drama never let up at the office. Small town and big alike, are chalking up top g and plenty of holdovers!

HOWARD DUFF • SHELLEY WINTERS
DAN DURYEA in
"JOHNNY STOOL PIGEON"
with ANTHONY CURTIS • GAR MOORE
JOHN McINTIRE
Screenplay by Robert L. Richards
Story by Henry Jordan
Directed by William Castle
Produced by Aaron Rosenberg

The nation's box-offices are RIDING HIGH *with* U-I

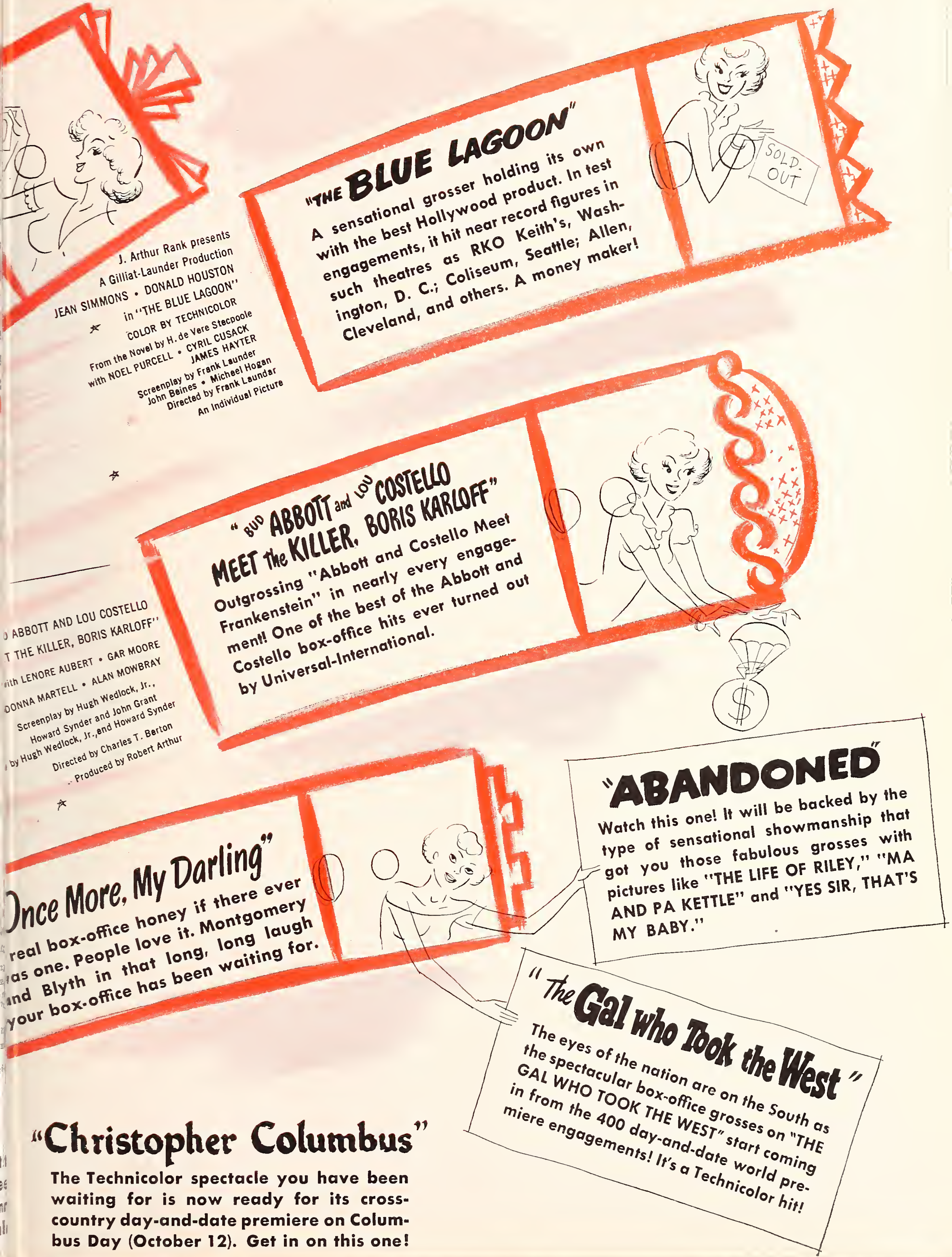
ROBERT MONTGOMERY • ANN BLYTH
"ONCE MORE, MY DARLIN
with JANE C
Screenplay by Robert C
Based on his
" Come Be My
Additional dialogue by Osca
Directed by Robert Mont
Produced by Joan Ha
A Neptune Pr

Now more than ever the Showman's buy is-

U-I
THE INDUSTRY'S
SHOWMANSHIP
LEADER

Sword in the Desert

Running stronger than ever in it fourth week at the Criterion The atre, New York. Showing tremen dous power in first openings al over the country.



"THE BLUE LAGOON"

A sensational grosser holding its own with the best Hollywood product. In test engagements, it hit near record figures in such theatres as RKO Keith's, Washington, D. C.; Coliseum, Seattle; Allen, Cleveland, and others. A money maker!

J. Arthur Rank presents
A Gilliat-Launder Production
JEAN SIMMONS • DONALD HOUSTON
in "THE BLUE LAGOON"
COLOR BY TECHNICOLOR
From the Novel by H. de Vere Stacpoole
with NOEL PURCELL • CYRIL CUSACK
JAMES HAYTER
Screenplay by Frank Launder
John Baines • Michael Hogan
Directed by Frank Launder
An Individual Picture

"BUD ABBOTT and LOU COSTELLO MEET the KILLER, BORIS KARLOFF"

Outgrossing "Abbott and Costello Meet Frankenstein" in nearly every engagement! One of the best of the Abbott and Costello box-office hits ever turned out by Universal-International.

ABBOTT AND LOU COSTELLO
T THE KILLER, BORIS KARLOFF''
ith LENORE AUBERT • GAR MOORE
ONNA MARTELL • ALAN MOWBRAY
Screenplay by Hugh Wedlock, Jr.,
Howard Synder and John Grant
by Hugh Wedlock, Jr., and Howard Synder
Directed by Charles T. Barton
Produced by Robert Arthur

nce More, My Darling"

real box-office honey if there ever
as one. People love it. Montgomery
and Blyth in that long, long laugh
your box-office has been waiting for.

"ABANDONED"

Watch this one! It will be backed by the type of sensational showmanship that got you those fabulous grosses with pictures like "THE LIFE OF RILEY," "MA AND PA KETTLE" and "YES SIR, THAT'S MY BABY."

"The Gal who Took the West"

The eyes of the nation are on the South as the spectacular box-office grosses on "THE GAL WHO TOOK THE WEST" start coming in from the 400 day-and-date world premiere engagements! It's a Technicolor hit!

"Christopher Columbus"

The Technicolor spectacle you have been waiting for is now ready for its cross-country day-and-date premiere on Columbus Day (October 12). Get in on this one!

N. Y. 1st-Run

(*Continued from page* 1)

orchestra on stage, continues to make big money at the Strand where $60,000 is apparent for a second week. At the Paramount, "Top o' the Morning," with Carmen Cavallaro's orchestra and the De Marco Sisters on stage, drew a strong second week's gross of about $74,000; it will continue to Sept. 28 when "My Friend Irma" bows in.

"Jolson Sings Again" continues as a first-rate contender at the State which anticipates a fourth week's take of $44,000. Another big one is "Male War Bride" with Jack Haley and an ice revue on stage at the Roxy where $85,000 is looked for in a third week. Holding up well, "Sword in the Desert" concluded a third week at the Criterion last night with a nice gross of about $25,500.

The Capitol's "Madame Bovary" with David Rose's orchestra on stage is headed for a good third week's gross of $51,000. Representing a normal drop-off from recent weeks, "Come to the Stable" at the Rivoli promises to draw about $19,000 in a sound seventh week. Still doing adequate business, "Lost Boundaries" is figured to give the Astor about $14,500 in its 11th week.

At the Globe, "The Crooked Way" probably will gross about $13,000 in a mild second week and will be replaced on Saturday by "Abbott and Costello Meet the Killer." "Red Shoes" still lures crowds at the Bijou where $12,300 is apparent for a strong 46th week. "The Window" has a gross of about $12,000 in view for a moderate sixth week at the Victoria.

"The Kid from Cleveland" is figured to do about $11,000 in a rather slow second week at the Mayfair; it will be succeeded on Saturday by "The Fighting Kentuckian."

Austria Seeks U. S. Production Assist

Several Austrian Ministry and trade officials were guests yesterday at a luncheon given by managing director Irving Maas and other Motion Picture Export Association officials at the Harvard Club here. The Austrians expressed a desire at the luncheon to interest U. S. producers in their country as a production site, and said they will survey the American production industry with a view to gathering information which could be of value to Austrian producers.

Drs. Eugen Lanske and Harald Langer-Hansel, two of the guests, who are associated with Austrian trade ministries, will leave here shortly for Hollywood where they will spend three days. Also guests at yesterday's luncheon were Dr. Franz Leitner, Austrian Consul, and Dr. Martin Fuchs, representing the Austrian Consul-General. In addition to Maas, the MPEA was represented by members of its executive staff.

ECA's German Film Cost Role Reviewed

WASHINGTON, Sept. 13.—Representatives of the Motion Picture Association, Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association met here yesterday with top ECA officials to discuss plans for ECA underwriting the cost of films distributed in Germany after Jan. 1.

Reviews

"The Great Lover"

(*Paramount*)

MIGHT as well concede right off that a Bob Hope picture, merely because it is a Bob Hope picture, is destined for happy days at the box-office. Who can deny that the followers of the gentleman's buffoonish adventures on the screen are legion? Convinced, therefore, that the customers will swarm to see Bob's newest picture, we are left with only its entertainment properties to assay, and, in that connection, are compelled to resort to comparative and relative bases for the building of an exegesis.

But pause first to consider the infinitely strong selling quality of a title that fairly laughs aloud in its application to friend Robert.

"The Great Lover" follows Hope's "The Paleface" and "Sorrowful Jones," and it is not easy to have to say that it lacks the former's spark and bounce and the latter's charm and well-rounded comic situations. Moreover, the gags in this one are quite attenuate and, for the most part, are without the spontaneity and zip that could have made them a saving factor in the film. The fault, however, is not Hope's, but is rooted rather in the script. Testifying to this is the fact that the funniest scene in the picture is one demanding facial contortions by Bob in his attempt to thread a needle while forcing himself to remain oblivious of the amatory advances of champagne-tipsy Rhonda Fleming.

The screenplays by producer Edmund Beloin, Melville Shavelson and Jack Rose, puts Hope in the role of an American Newspaper correspondent whose job depends on how exemplary his personal conduct is as leader of a troop of Boy Foresters returning to the U. S. after a bicycle tour of France. The film's setting is a luxury liner. Bob falls in love with a U.S.-bound duchess (Miss Fleming), but as a tool in the hands of card sharp and fugitive strangler Roland Young, Bob ruins her father (Roland Culver) in a card game. Thus love hits the skids, and Bob is threatened with exposure by the Boy Foresters. Meanwhile, with his eye on the money Bob won, Young sets out to dispatch our hero to kingdom come. Before the boat lands and Hope and the lady are reunited in love, the audience is supplied with a reasonable number of chuckles and a couple of belly laughs—only because Bob has had to work pretty hard to get them. Rounding out the cast are Richard Lyon, Gary Gray, Jerry Hunter, Jackie Jackson, and others. Alexander Hall directed.

Running time, 80 minutes. General audience classification. Release date, Dec. 21.

CHARLES L. FRANKE

"The Fighting Kentuckian"

(*Republic*)

HISTORICAL overtones have been added to this outdoor action drama featuring John Wayne and Vera Ralston, a major Republic effort, about the remnants of Napoleon's followers who landed in the U. S. and were settled by the government in Alabama. The result is satisfactory, although the film does run a bit long.

Directed by George Waggner and produced by Wayne, whose presence should mean much in box-office returns, "The Fighting Kentuckian" really picks up pace at about the middle. With Wayne being the personality that he is, some dull spots are offset considerably with his presence.

The story is laid in the early 19th century with Wayne and the unit of Kentucky riflemen of which he is a member passing through the town of the French expatriates. Wayne leaves his regiment when he falls in love with the daughter of the Napoleonic general and his courtship is marked by a sries of brushes with a group of crooked rivermen who have plotted to get the Frenchmen off the land. The windup is a series of fast-moving actions which involve Wayne and his cohorts, with the regiment coming to the rescue in traditional fashion.

Wayne gives an alright interpretation to the role of the drawling Kentuckian, and Oliver Hardy, of Laurel and Hardy fame, does his best in the comic relief role. Miss Ralston as the female lead, and Philip Dorn, Marie Windsor, Mae Marsh and Grant Withers, are adequate. Photography and musical background help considerably.

Running time, 100 minutes. General audience classification. Release date, not set

Ohio Drive-Ins

(*Continued from page* 1)

until the next general election in March, 1950.

Officers are: Frank Nolan, Athens, president; Frank Yassenoff, Columbus, vice-president; Mrs. Ethel Miles, secretary, and Jack Armstrong, Bowling Green, treasurer. The members passed a resolution declaring that persons elected to the board of directors shall be those having outdoor theatre interests only. The association filed incorporation papers as a non-profit trade group with the secretary of state.

The association will seek to prevent passage of new city, county and state taxes; seek repeal of daylight savings in the 30 Ohio cities in which it prevails; set up an exchange of business-getting ideas; work with the State Highway Department for greater safety; and conduct a survey of insurance rates and conditions of construction. About 40 attended the meeting, including eight new members.

Coplan's Company

(*Continued from page* 1)

vision films for American networks. It recently completed 39 such subjects in 30 days, each running 13 minutes and costing around $2,000 apiece.

Coplan is scheduled to leave for New York by plane early next week. His trip is linked with the possible acquisition of a Canadian film company. Although he has resigned as United Artists managing director here, Coplan continues as U.A.'s representative on the Odeon Theatres board, parent company in the J. Arthur Rank organization.

N. J. Allied

(*Continued from page* 1)

ent clearance and availability arrangement for its customers. This has created confusion and leaves a theatre owner in a position where there is great uncertainty as to the picture he will receive and when he will receive them.

"The practical side of the matter indicates that unless there is a pattern of clearance, and unless a theatre owner knows just where he is at, there is confusion and misunderstanding and resultant loss of revenue on all sides.

"It is my considered opinion that theatre owners can do more toward solving this problem than I as a distributor can do," Smith contended.

Old Customer Problem

"Our second problem is that of the old established customer. Under the present court decision we are restrained from dealing with an old customer as such, even though we built our business together and have depended upon each other for our success. We are no longer in a position where we can serve this old customer without very possibly finding ourselves arbitrarily refusing to deal with a competitive theatre. This leaves us the old customer, in some instances, with a theatre and with no picture, and this certainly is not good," Smith said.

"I have always been a great believer in talking out problems face to face and I am presenting these problems here today in the hope that we may be able to get together and talk them out and find a way of solving them to our mutual advantages," Smith said.

Smith foresaw "better days and better times." He cited product to be released shortly, specifically mentioning "Jolson Sings Again" and "Samson and Delilah." Utilization of frozen currency to produce attractions like "I Was a Male War Bride" and "The Prince of Foxes," he felt, marked an important step in opening up new approaches to quality production.

Links Trade Practices, 'P.R.'

Benjamin Berger, president of North Central Allied, practically packaged Allied's participation in the proposed all-industry public relations program with trade practices. In a rambling discourse, which was more diatribe than discourse, Berger said, "Allied will help on public relations if recognition is given the little fellow. If the distributors want good public relations, they and the exhibitors must be on one team. They won't be unless the distributors see the 'little man' is not hurt. Public relations will have no value unless the independent exhibitor supports them."

Berger also stated Allied was the instrumentality through which the Government investigations, leading to litigation, were started and attributed to Allied "a campaign of destruction." He added it had been determined that "if we go down, we'd take the whole industry with us."

Public relations loomed large in the deliberations. M. L. Simons, assistant director of exhibitor relations of Loew's, characterized the Chicago conference as "a milestone," but emphasized its success will not be achieved unless all exhibitors enroll in the effort. This he urged the New Jersey Allied membership to do.

Leon J. Bamberger, RKO's director of exhibitor relations, viewed Chicago as marking a "renaissance of showmanship," and, too, urged the group here to join the move.

On behalf of Allied's Maryland unit

(*Continued on next page*)

More on Allied

(Continued from page 6)

Ed Kimpel outlined in highlight that association's campaign to draw new patronage to Baltimore theatres, launched this week and scheduled to continue through early December.

Newspaper advertising is the principal device, he explained, and pointed out Baltimore newspapers were cooperating by reducing their line rate from 65 to 30 cents for the life of the campaign. Although 40 per cent of the theatres in Baltimore are not members of the Association, every house in that city but three so-called "hardship" houses are enrolled in the drive on an assessment basis of 10 cents per theatre seat. Thus far, $17,500 has been raised to finance the campaign, with more pending via a second assessment.

Louis Novins, assistant to Barney Balaban, president of Paramount, detailed the developments of the Chicago conference in his first address before an exhibitor association. Observing "there's been 12 months of open season," Novins called for a fighting spirit in the industry, geared to an affirmative approach.

Tomorrow the Jersey unit will elect officers and terminate its convention with a banquet at which Adolph Zukor, chairman of the board of Paramount, and Abram F. Myers, Allied chairman and general counsel, will share principal speaking honors.

Zukor will be accompanied by E. K. (Ted) O'Shea, Paramount's assistant general sales manager; Hugh Owen, Eastern and Southern division manager, and Jerry Pickman, assistant director of advertising-publicity.

MMPTA for 'P. R.'

(Continued from page 1)

at the conference but in advance of it," it was said.

A statement following yesterday's meeting declared: "The directors further stated that with the spirit of cooperation manifested in Chicago they are hopeful that the kind of unity which was once deemed a Utopian dream in the industry shortly will become a reality."

At yesterday's meeting were: Brecher, Doob, Phillips, Russell V. Downing, Emanuel Frisch, Harry Goldberg, Julius Joelson, David T. Katz, Samuel Rinzler, Samuel Rosen, Edward N. Rugoff, Fred J. Schwartz, Robert K. Shapiro and Sol Strausberg.

Films Unaffected in Truck Drivers Strike

BALTIMORE, Sept. 13.—Although 1.500 strikers are involved in the tieup by Freight Drivers and Helpers Union Local No. 557 (AFL), the strike does not include the Highway Express which handles films. Louis Molitch, manager of the film delivery division of highways, declares even with his men being union members they are not participating in the cur- the pay issue will not halt film trucks.

Holds Pittsburgh Meet

Following a business meeting of Warner Brothers' Metropolitan, Eastern and Mid-Atlantic district and branch managers at the home office here yesterday, Jules Lapidus, Eastern and Canadian division sales manager, will preside over a meeting of Central district sales heads in Pittsburgh today.

TOA Tackles

(Continued from page 1)

TOA's weekly box-office reporting system, pointing out that the service has failed to develop successfully as planned due to the failure on the part of members to report steadily and promptly.

Lockwood also explained the distribution procedure governing the industry's "prestige" shorts, disclosing the likelihood that rentals will drop to a minimum or give way to a gratis arrangement after the fourth subject is released, according to present indications.

Walter Reads, Jr., briefed the afternoon session on work the distributor-exhibitor relations committee will undertake tomorrow morning, emphasizing competitive bidding. Reade said an effort will be made to bring about creation of an independent agency to handle bidding, despite contentions by some that this is impractical.

Creation of suitable machinery for controlling the timing of bids, now at discretion of distributors, also will be recommended. Prospects for uniform availability will be studied and reported on.

Sees Need for Arbitration

The committee also hopes to come up with a workable plan for arbitration without resort to the courts. Product and print shortage, limitation of civilian attendance at pre-release screenings for military personnel, avoidance of simultaneous sales drives by two or more distributors, advanced admission, and questions affecting drive-ins are also on the agenda.

Television has matured and begun to cut seriously into theatre attendance, Marcus Cohn, of the Washington law firm of Cohn and Marks, told the business session this afternoon. He said, "The greatest percentage of those attending movies less frequently are from those who formerly saw them most frequently. Figures on the decline in film attendance range from 13 per cent to 84 per cent among set owners."

He stressed that the exhibitor has no cause for alarm or panic since he is not faced with a problem over which he does not have some control. He chided the industry over the fact that of 77 television stations operating, only three are operated by organizations with an interest in the film business. Of 311 applicants for stations, only 16 are from the film industry.

Cohn underscored the importance of television sets which give three or four hours of entertainment by inserting into a slot money applied to the purchase of the receiver. "What exhibitor can reduce his admission price to permit the entire family to attend a movie for a quarter and then, after two years, give the family the chairs they had sat in?" he asked.

Fabian Reports on NEFC

As first speaker at the business session this morning, S. H. Fabian disclosed that the California Securities Commission has approved National Exhibitors Film Corp.'s registration. Technically, the organization is now open for business. Fabian stressed the importance of NEFC in securing a product for theatres in view of the studios' cut in output. He also announced that NEFC is now ready to accept subscriptions for stock purchase by exhibitors. While the official aim of NEFC is still $10,000,000, a higher figure is understood to be sought.

He said, "Our future depends on what we are able to do to protect our $2,000,000,000 investment. The market must get the pictures it needs. The industry should never have a seller's market."

Robert W. Coyne, NEFC executive, said the company will not wait for producers to come with good stories and ideas. "If they have good properties, there are so many places they can go to," he said. "It is necessary that we go out to find our own producers and properties. We must be sure of getting only the best."

Al Lichtman, 20th Century-Fox sales executive, introduced as a guest, told the delegates that the recent active revival of old-fashioned showmanship methods, together with the success of the Chicago public relations meeting, have convinced him that the industry has no problems that close teamwork between exhibitors and distributors cannot solve.

Para. TV Net

(Continued from page 1)

Diego, Dallas, Houston, and with more to come.

KTLA is using the Paramount video transcription method to put on film 6½ hours of telecasts weekly at present. The programs are regular offerings of KTLA.

Affiliates are to be in addition to stations owned and operated by Paramount. Transcriptions will be made at KTLA only since the Chicago station goes to the new theatre company.

Paramount is now ready to sell its improved theatre television system to exhibitors, with new equipment drastically reduced in size to four-by-eight foot. The image is recorded on film and ready for projection in 20 seconds as compared to the former 60 seconds plus.

Several models of a system called Paralent are now available and will sell for $25,000, but, it is understood, the price will come down considerably with mass orders. George Shupert, Paramount Television executive, and Richard Hodgson, technical director, held a demonstration of the delayed system for TOA delegates.

MGM Sales Meet

(Continued from page 1)

sary" conference at the studio in Culver City.

Field sales managers attending will include: John P. Byrne, Eastern; John J. Maloney, Central; Rudolph Berger, Southern; Burtus Bishop, Jr., Midwestern, and George A. Hickey, Western, Los Angeles. Their territorial assistants on hand will include: Herman Ripps, Frank C. Hensler, John S. Allen, Ralph W. Maw and Samuel J. Gardner. District managers to attend include John J. Bowen, New York; Robert Lynch, Philadelphia; Charles E. Kessnich, Atlanta, and Walter E. Banford, Chicago. Branch managers will include:

Jack Goldberg, Albany; Ben H. Rosenwald, Boston; Jack Mundstuk, Buffalo; Harry Rosenblatt, New Haven; Louis Allerhand, New Jersey; Ralph Pielow, New York; Lou Formato, Philadelphia; Edwin M. Booth, Cincinnati; Jack Sogg, Cleveland; Frank J. Downey, Detroit; Foster B. Gauker, Indianapolis; Albert L. Adler, Kansas City; Saal Gottlieb, Pittsburgh; Herbert Bennin, St. Louis; Ansley B. Padgett, Atlanta; Jacques C. ReVille, Charlotte; Leroy Bickel, Dallas; Louis C. Ingram, Memphis; C. James Briant, New Orleans; H. Russell Gaus, Oklahoma City; Jerome Adams, Washington.

Also, William J. Devaney, Chicago; Gerald E. McGlynn, Des Moines; John G. Kemptgen, Milwaukee; William H. Workman, Minneapolis; William D. Gaddoni, Omaha; Henry A. Friedel, Denver; Thomas J. Aspell, Jr., Los Angeles; Louis Amacher, Portland; Carl F. Medley, Salt Lake City; Langdon C. Wingham, San Francisco. and Samuel Davis, Seattle, from the western division.

Depinet Cautions

(Continued from page 1)

ly on a complete program" of all-industry public relations.

Harking back to the recent "P.R." parley in Chicago, Depinet said it was apparent to all of the delegates that the job ahead was a big one. "After all," he said, "these problems have been accumulating for many years and cannot be solved overnight. As I said there, it would be a dangerous illusion for us to believe that the kind of comprehensive public relations program we want for our industry can be accomplished in a short time."

The Chicago conference, which Depinet described as "the most gratifying experience of my career," brought back "a smile to the face of our industry," he declared. "We were drawn together by the compelling force of urgent, mutual problems. Every one of us came to Chicago with a deep consciousness of the historic opportunity that was open to us. To the everlasting credit of our industry, this opportunity was transformed into a splendid reality."

The name of national Allied's general counsel, Abram Myers, was brought to the TOA delegates' ears by Depinet, who quoted Myers' comments on exhibitors' public relations accomplishments: "We have great pride in the accomplishments of the exhibitors in the field of public relations. Every exhibitor is an expert in public relations. He has to be to stay in busines." Depinet praised TOA for its public relations efforts.

"Good public relations," Depinet declared, "are always engendered by such contribution as the industry has made to peacetime public service projects, such as the 'Opportunity Bond Drive,' the Red Cross, 'Brotherhood Week,' your own (TOA's) 'Youth Month,' the 'March of Dimes,' and many others."

Keller-Dorian Suit

(Continued from page 1)

ment's anti-trust suit in California. The Keller-Dorian suit is based on alleged anti-trust violations and breach of contract.

Judge Conger also denied a motion by the defendants to stay Keller-Dorian from examining Eastman-Kodak president Thomas Jean Hargrave, and Edward Curtis, vice-president, and Herbert Kalmus, Technicolor president. Also denied was a motion by the defendants to examine George Schaefer, Keller-Dorian's board chairman, and Henry Colgate and Herman Place, directors.

Counsel for Keller-Dorian are Bert A. Mayers and Harold J. Sherman. Counsel for Eastman-Kodiak are William J. Donovan, J. Edward Lumbard, Carl Nixon and Arthur L. Stern. Representing Technicolor are Hugh Fulton, Joseph W. Burns and George T. Frampton.

E-L Plans

(Continued from page 1)

R. Young and Pathe Industries apparently is earmarked entirely for second and completion money for producers who will release through E-L.

Adding further to indications that E-L plans a straight distributing role for the future is the fact that no action is being taken looking to the appointment of a new studio head. MacMillen will return to New York whe his current talks are concluded, and N. Peter Rathvon's association is regarded as advisory only.

Change dim screen
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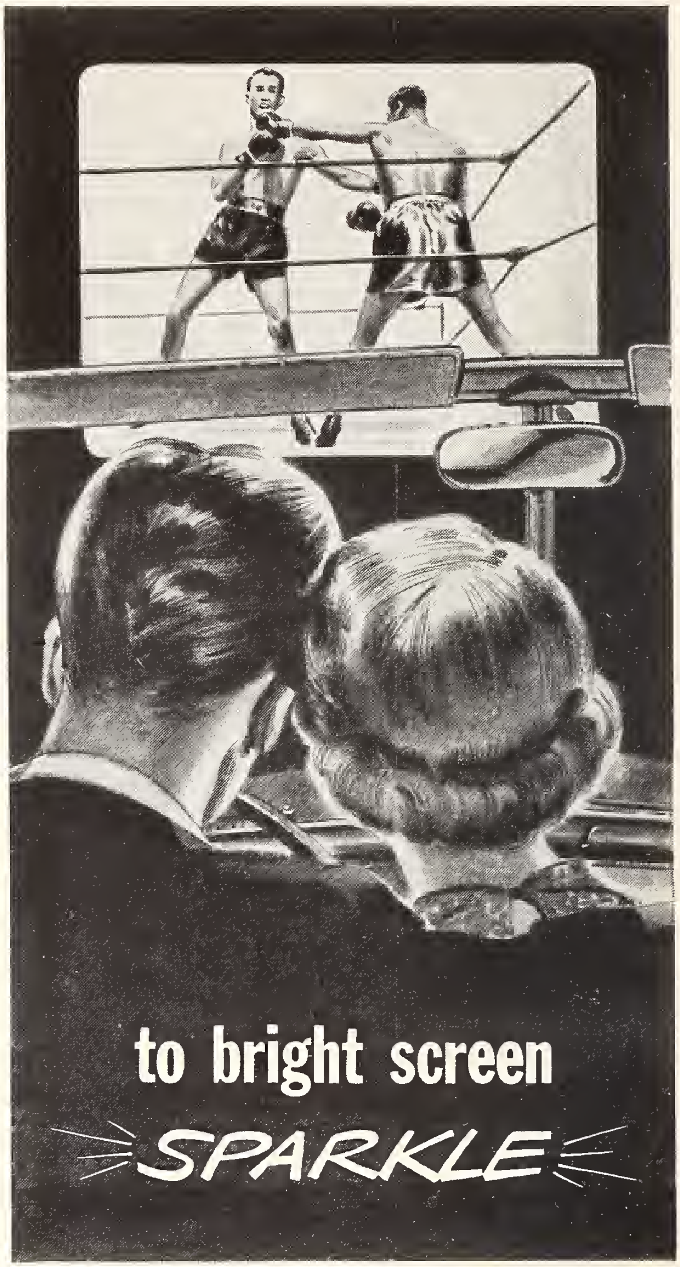
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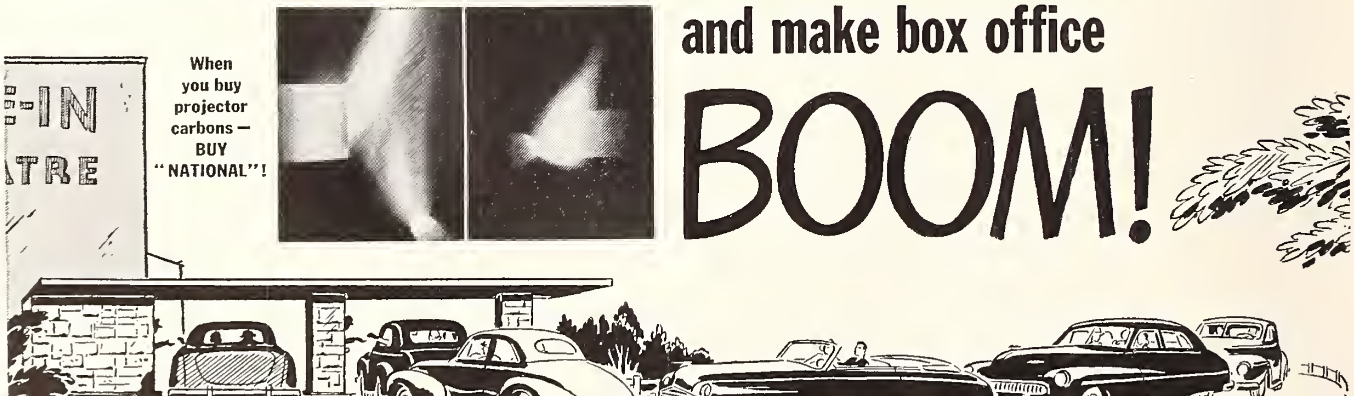

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FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 66. NO. 53 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 15, 1949 TEN CENTS

No 'Shackles' For Allied in 'P. R.': Myers

N. J. Unit's Presidency Goes to Wilbur Snaper

By RED KANN

ATLANTIC CITY, Sept. 14.—If Allied determines to join the proposed industry-wide public relations organization, its participation will be conditioned by limitations making it clear its sovereignty is not affected and that its traditional position of action on behalf of the independent exhibitor remains understood and unshackled.

Wilbur Snaper

Abram F. Myers, general counsel of the national organization, so declared in an interview following his appearance at the second and final

(*Continued on page 4*)

Zukor Sees 'United Front' a Possibility

ATLANTIC CITY, Sept. 14.—Adolph Zukor, chairman of the Paramount board and main speaker at the closing dinner of Allied of New Jersey's convention, made a plea here tonight for all elements of the industry to get together in a combined front to win the public's respect through a concerted public relations program.

Zukor read into his invitation to address Allied an omen that such a task is not impossible and expressed

(*Continued on page 4*)

ATOI Cites Some 'P. R.' Meet Gains

INDIANAPOLIS, Sept. 14.—Greatest accomplishment of the industry public relations meeting in Chicago on Aug. 30-31, in the opinion of Associated Theatre Owners of Indiana was the bringing together of Hollywood and exhibitor representatives in "a shirt-sleeve conference."

The current membership bulletin of

(*Continued on page 4*)

'Censors Throttle Films'; Goldwyn Urges TOA Fight

LOS ANGELES, Sept. 14.—Samuel Goldwyn lashed out at censorship as a "millstone around the neck of the motion picture industry" in an address before the Theatre Owners of America membership at a luncheon he hosted at the Ambassador Hotel here today, declaring, "It is an intolerable invasion of our rights as a free people in a free nation. In practice, it results in lowering the general level of motion pictures to the lowest common denominator. As a result, although we produce some very fine pictures in Hollywood, we find that most of them have little, if any, real substance."

Goldwyn said, "Our fear of what censors will do keeps us from portraying life as it really is. We wind up with a lot of empty, little fairy tales that do not have much relation to anything—and particularly do not have much relation to bringing into theatres that huge public over the age of 30

(*Continued on page 5*)

Johnston Urges Industry Seminars As Unity Step

LOS ANGELES, Sept. 14.—As a "practical step" to close the industry's ranks "even tighter" in the wake of the Chicago all-industry public relations parley, Motion Picture Association of America president Eric A. Johnston recommended tonight the holding of a series of seminars in Hollywood to be attended by exhibitors from all parts of the country.

Delivering his suggestion in an address before the Theatre Owners of America's national convention here, Johnston declared that he did not have in mind "mere studio tours."

"As I envision an industry seminar," he explained, "the exhibitors would have a chance to hear intimate and

(*Continued on page 4*)

Final Republic Sales Parley Here Today

Third and last in Republic's current series of sales meetings will open at the company's home office here today, with another session to be held tomorrow. James R. Grainger, sales vice-president, will meet with home office executives and branch managers.

Herbert J. Yates, president, will address the meeting, which will be attended by Edward L. Walton, assistant general sales manager; division manager Walter L. Titus, Jr.; John Curtin, executive assistant to Grainger; A. E. Schiller, manager of branch operations; Richard Yates,

(*Continued on page 4*)

Kan.-Mo. Allied Back Chicago 'P. R.' Plan

KANSAS CITY, Sept. 14.—Approval of the program adopted at the industry-wide public relations conference at Chicago was voiced in a resolution passed by the board of directors of Allied Independent Theatres Owners of Kansas and Missouri at a meeting here yesterday.

The unit's delegates to the coming national Allied convention will give support for such a program, it was indicated, as long as the unified efforts remain in the realm of bettering pub-

(*Continued on page 4*)

Hear '244' Action Against 'IA' Sept. 29

Litigation brought by 48 members of IATSE Projectionists Local No. 244, Newark, against the "IA" and its international president, Richard F. Walsh, for "return of the local to its membership" and appointment of a trustee to manage it, will come up for hearing Sept. 29 before Judge Walter J. Freund in New Jersey Superior Court, Newark, it was reported yesterday by telephone from that city by plaintiff's attorney Harry Kay.

Kay said the suit involves also charges by the local of "lavish" expenditure by the "IA" of funds

(*Continued on page 5*)

To Seek Speed-Up of Goldman Trust Suit

PHILADELPHIA, Sept. 14.—U. S. District Judge William H. Kirkpatrick will meet with counsel for both sides in his chambers tomorrow in an effort to expedite trial proceedings in the William Goldman case tentatively set to be heard in Federal District Court here on Oct. 10. The suit is for $840,000 damages claimed by Goldman on behalf of his Erlanger Theatre between 1942 and 1946 allegedly due to the defendant distributors' refusal to supply him with first-run product.

(*Continued on page 5*)

TOA Approves Unanimously Industry 'P. R.'

Action Follows Hudson Report; to Appoint 'Rep'

LOS ANGELES, Sept. 14.—Membership of the Theatre Owners of America unanimously voted this afternoon to approve the Chicago industry-wide public relations program.

The recommendation was reported out by the public relations committee, headed by Earl Hudson, Detroit. Next step, according to Gael Sullivan, executive director, is the appointment by the executive board of a TOA representative to the Conference Committee. Hudson is said to be a likely choice.

A second resolution praised the high purposes and activities of the Motion Picture Industry Council. A third advocated making industry shorts available on 16mm. to television stations, civic and social groups free of charge.

Another resolution proposed that each TOA affiliate act on public rela-

(*Continued on page 5*)

Appoint Chairmen Of TOA Committees

LOS ANGELES, Sept. 14.—Theatre Owners of America committee chairman appointed today at the organization's annual convention here are: Mitchell Wolfson, Miami, television; A. Julian Brylawski, Washington, legislative; Robert J. O'Donnell, Dallas, organization; Walter Reade, Jr., New York, distributor-exhibitor relations; Myron Blank, Des Moines, 16mm.; Herman Levy, New Haven, legal advisory; Earl J. Hudson, Detroit, public relations; Morris Loewenstein, Oklahoma City, state and local taxation; Alfred Starr, concessions; and R. H. McCullough, theatre equipment and accessories.

Stress Investments, Product at Dinner

LOS ANGELES, Sept. 14.—Representatives of exhibition, distribution and production were guests of Eric Johnston, Motion Picture Association of America president, at a dinner here tonight held in conjunction with the Theatre Owners of America convention. None was reluctant to partici-

(*Continued on page 4*)

Personal Mention

WILLIAM F. RODGERS, M-G-M sales vice-president, will leave Hollywood for the East over the weekend, arriving in Chicago on Monday and in New York on Tuesday or Wednesday.

●

LEON J. BAMBERGER, RKO Radio sales promotion manager, has returned to New York from Atlantic City and will leave here Sunday for Kansas City to attend the convention of the Kansas-Missouri Theatres Association.

●

HENRY A. LINET, Universal-International Eastern advertising manager, and CHARLES SIMONELLI, national exploitation head, left New York yesterday for Atlanta.

●

JOSEPH CANE, booker for Republic at San Francisco, has been appointed salesman there, with MARY BOTTARINI, secretary to branch manager GEORGE MITCHELL, promoted to booker.

●

MRS. NAZERA ZEGIOB, owner of the Dreamland, Pearl and Elvira theatres at Lorain, O., was in St. Luke's Hospital, Cleveland, for surgery.

●

R. WEISS, head of Warner Theatres real estate department, and MILES ALBAN, theatre legal department head, have left here for Ohio.

●

VERNON CHRISTIAN, RKO Radio salesman at Dallas and MRS. CHRISTIAN are the parents of a son, VERNON, JR., born last Saturday.

●

MAX SHULGOLD, head of Crown Films, Pittsburgh, is visiting New York from that city.

●

JACQUES CHABRIER, Pathe Cinema president, will return here today from the Coast.

●

IRVING SHIFFMAN, formerly a salesman for Eagle-Lion at Boston, has been transferred to New Haven.

●

CAREY WILSON, M-G-M producer, is in New York from Hollywood.

●

CHARLES SCHLAIFER has returned here from Lake Tarleton, N. H.

AAAA TV Meet Pends

Delegates of the various units represented in the Associated Actors and Artistes of America (AFL) are scheduled to meet here the latter part of this month to confer on a possible plan for allocating talent jurisdiction in the television field. Kenneth Thompson, John Dales, Jr., and Ronald Reagan of the Screen Actors Guild will come here from the Coast for the meeting.

Wright Opens Law Office

WASHINGTON, Sept. 14.—Robert Wright, former Justice Department attorney who prosecuted the Paramount case and supervised other film anti-trust suits, has opened his own law office in the Ring Building here.

Production on the Coast Drops Sharply

HOLLYWOOD, Sept. 14.—The total of pictures in production took a sharp drop, to 30, as 15 were completed and only four were started.

Starting were: "Petty Girl" and "Frontier Outpost," Columbia, and "Rock Island Trail" and "Blonde Bandit," Republic. Completed were: "Cowboy and the Prizefighter," E-L; "Nancy Goes to Rio," "East Side West Side" and "Please Believe Me," M-G-M; "Wolf Hunters," Monogram; "Belle of Old Mexico," Republic; "Christmas Gift," "Tarzan and the Slave Girl" and "Daybreak," RKO Radio; "Dakota Lil," 20th-Fox; "Johnny Holiday" and "Johnny One-Eye," U.A.; "Fugitive from Terror" and "Ma and Pa Kettle Go to Town," U-I; "Young Man with a Horn," W.B.

Phila. Run Action Postponement Seen

PHILADELPHIA, Sept. 14. — The clearance suit filed by Jack H. Greenberg against seven distributors may be postponed beyond tomorrow, the day scheduled for hearing before Federal Judge William H. Kirkpatrick in U. S. District Court here because of a crowded calendar.

However, Cohen and Cohen, counsel for Greenberg, are continuing to subpoena witnesses to appear on the scheduled date. Greenberg is suing for a first-run territorial standing for his Harbor Theatre in Stone Harbor, N. J., which opened last June. He seeks an allocation similar to first-runs in Atlantic City, Ocean City, Wildwood, Cape May, and similar seashore resorts. All major distributors except Columbia are named as defendants.

RCA to Demonstrate Color TV for FCC

A regular schedule of color television programs will be inaugurated in Washington by RCA to demonstrate before the FCC beginning Sept. 26.

Dr. C. B. Jolliffe, RCA vice-president, yesterday informed the Commission that RCA's demonstration will include transmission of "live" studio programs and motion pictures over WNBW, Washington television station of NBC.

MGM Multi-Talent Film

HOLLYWOOD, Sept. 14.—M-G-M has announced for early production a feature, "Big Country," which will comprise seven or eight episodes utilizing different stars, directors and writers for each. Robert Sisk will produce.

Formally Names Griffis

WASHINGTON, Sept. 14.—President Truman today formally nominated Stanton Griffis, chairman of Paramount's executive committee, to be Ambassador to Argentina.

Video Casting Agency

Hoyt Television Casting and Registry, Inc., has been formed here, to serve television networks, producers, directors and actors in a manner similar to Central Casting in Hollywood.

Alexander Korda Has Five in Work

Five pictures are currently being made abroad under the aegis of Sir Alexander Korda's London Film Productions, according to the company's New York office. Two new films are "The Happiest Days of Your Life", an Individual Picture, of which Frank Launder is director-producer, and "Seven Days to Noon", a Boulting Brothers production, directed by John Boulting.

"My Daughter Joy", the Gregory Ratoff production starring Edward G. Robinson, is on location at San Remo, Italy; "State Secret", the Launder-Gilliat film, starring Douglas Fairbanks, Jr. is on location at Trento, Italy, and "Cure for Love", a Robert Donat production with Donat in the lead, is currently winding up at Korda's Shepperton studios.

Writers Unit Backs Conviction of Two

WASHINGTON, Sept. 14.—American Writers Association, Inc., claiming to represent "several hundred writers" of various fields, today filed an *amicus curiae* brief in U. S. Supreme Court urging the conviction of Hollywood writers John Howard Lawson and Dalton Trumbo be sustained. Rupert Hughes is president of the writers group which was formed in 1945.

The brief claimed that writers owe a special duty of candor and openness to the community as to their Communist ties, and that the matter was a valid subject for investigation by the House committee. The brief was filed by Louis Waldman, New York attorney.

Experiment on New Ads for 'Roseanna'

A new and experimental advertising approach is being tried by the Samuel Goldwyn office and RKO Radio on "Roseanna McCoy." Five trial ads in tabloid headline style have been completed and offered to key-city exhibitors. They treat the Hatfield-McCoy romance and shooting as though it were a spot event. Shock headlines and an editorial teaser approach are features of the campaign.

Wisconsin 'IA' Elects

MILWAUKEE, Sept. 14.—The Wisconsin Association of Stage Employes and Projectionists of the IATSE has new officers, as follows: John Kunstman, Sheboygan, president; Glenn C. Kalkhoff, Milwaukee, vice-president; William Rieder, Fond du Lac, secretary, and Stanley Przlomski, Kenosha, treasurer. Oscar E. Olson, Milwaukee, was elected to represent the state association on the ninth district advisory board of the "IA".

Mrs. Teddy Liebeskind

Mrs. Teddy Liebeskind, wife of Nat Liebeskind, distributor and exhibitor in the South American market, died here suddenly Tuesday night. The Liebeskinds had been married 32 years. Services will take place in Campbell's Funeral Church, Madison Avenue at 81st Street here tomorrow morning at 10.

Short Subject

"Holiday for Danny"

(*This Is America—RKO Radio*)

Jay Bonafield's production of Jean Meredith Stevens' original story, which ventures into American life and living, is a subject which should appeal greatly to most audiences of most age groups.

It undertakes a camera study of a city boy and his summer vacation on a farm as provided for by the Fresh Air Fund. From the opening to the closing scenes it delves into his daily activities, farm chores, gardening, swimming and the numerous recreational facilities which are not provided by life in the city. It then shows his transition from a skeptical city lad to a boy who realizes that real living may be found on a farm. It was skillfully directed and photographed by Larry O'Reilly, who has captured the mood of the picture.

Running time, 17 minutes. Release date, Sept. 15.

Ginsberg Hails New Production 'Spirit'

HOLLYWOOD, Sept. 14.—A new "creative spirit" in Hollywood is reflecting itself in the production of finer pictures, Henry Ginsberg, Paramount studio vice-president, told a "Paramount Gold Rush of '49" sales meeting at the Los Angeles branch. Ginsberg spoke on the invitation of George A. Smith, Western division manager. A. W. Schwalberg, distribution vice-president, and Smith also addressed the meeting.

This new spirit, Ginsberg said, stems from the more stabilized condition in the industry and the passing of the uncertainties of the past months. "Paramount is fortunate in that it is the first of the major companies to clear the decks and prepare for the new era which will arrive on Jan. 1," he continued.

Murphy to Canada Meet

TORONTO, Sept. 14.—Chairman J. J. Fitzgibbons has arranged for Hollywood to be represented at the conference of the National Committee of Motion Picture Exhibitor's Associations of Canada, to be held in the Chateau Laurier at Ottawa, on Oct. 12-13. With this end in view, the Screen Actors' Guild will be represented by George Murphy, according to present plans. Broadening of the Canadian conference was decided upon following the attendance of Fitzgibbons at the recent public-relations meeting in Chicago.

Bldg. Code Explained

The September issue of *Industrial Bulletin*, news magazine published monthly by the New York State Department of Labor, contains a number of articles on the recent revisions in the State Building Code. The new code's application to motion picture theatres is treated in detail, as previously reported in MOTION PICTURE DAILY.

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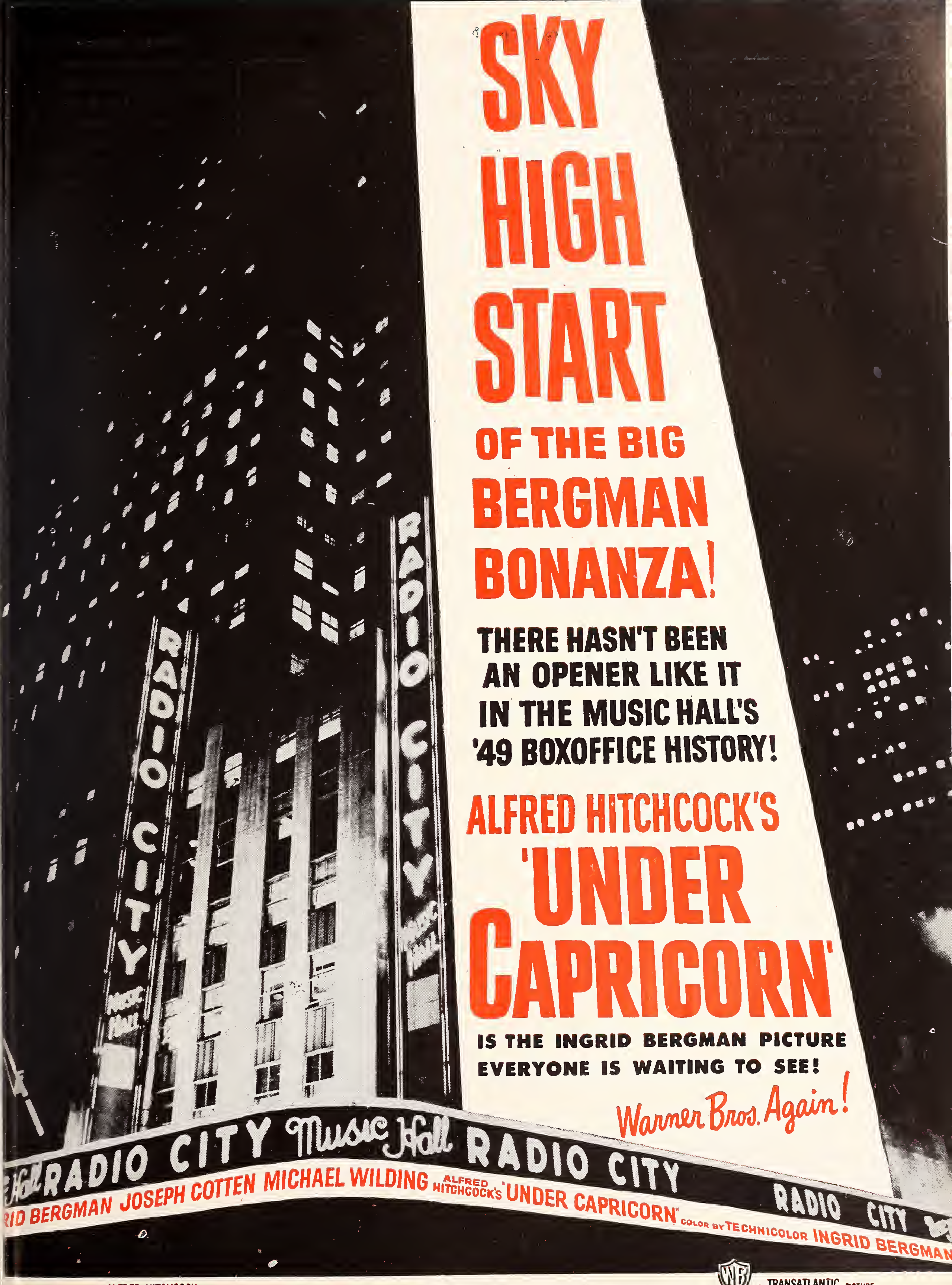
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RID BERGMAN JOSEPH COTTEN MICHAEL WILDING ALFRED HITCHCOCK'S "UNDER CAPRICORN" COLOR BY TECHNICOLOR INGRID BERGMAN

SKY HIGH START

OF THE BIG BERGMAN BONANZA!

THERE HASN'T BEEN AN OPENER LIKE IT IN THE MUSIC HALL'S '49 BOXOFFICE HISTORY!

ALFRED HITCHCOCK'S 'UNDER CAPRICORN'

IS THE INGRID BERGMAN PICTURE EVERYONE IS WAITING TO SEE!

Warner Bros. Again!

DIRECTED BY ALFRED HITCHCOCK Screen Play by James Bridie Adaptation by Hume Cronyn • Based on the Play by John Colton and Margaret Linden • From the Novel by Helen Simpson A TRANSATLANTIC PICTURE

Myers, Allied

(Continued from page 1)

business session of Allied of New Jersey's 30th convention today.

The convention elected Wilbur Snaper of South River, N. J., president of New Jersey Allied, succeeding Edward Lachman of Boonton.

In his interview, Myers indicated there need be no surprise over the stand he described, because throughout its history Allied has consistently taken such a position. He further compared his association's present approach to public relations to a "disarmament treaty" which might provide for mutuality on agreed-upon points without impairment of identity, structure or objectives.

Many inquiries, some anxious and some suspicious, are reaching him, he continued, about the future of Allied in a permanent all-industry public relations body. Myers said the field appears to be concerned over whether or not participation would mean the end of Allied. "I can assure you, as I have assured these inquirers, that this will not be the case," he added.

"Nor is there any reason to believe that any such idea prevailed in the mind of Eric Johnston at Chicago."

In any event, Allied will make its decision before the Nov. 1 deadline entered upon in Chicago. The decision actually rests in the hands of the Allied board for, under the organization's constitution, the board determines and implements policy. Theoretically, therefore, Allied membership at the forthcoming national convention in Minneapolis, can vote against the "P. R." plan and the board decide for it although Myers today acknowledged it not likely for the board to take one position and the membership another. Whatever it is, the decision will be reached in Minneapolis.

Sees 'Natural Conflict'

The general counsel, on a question, saw no tie-in between public relations and trade practices and said he had heard nothing in Chicago or elsewhere to suggest participation in one was conditional upon the other.

In discussing public relations briefly at Jersey Allied's closed meeting earlier, however, it is understood he urged the membership to "keep its eyes open" and to remember there "is a natural conflict between buyer and seller." Discussions on "P. R.," he is also reported to have told the group did not necessarily suggest "a happy honeymoon."

In his interview, Myers reflected gratification over improved relationships between buyer and seller.

"Any exhibitor leader in the country will tell you that, in most cases, conditions are vastly improved. Distributors, generally, are cooperating. In the instances of Metro and 20th Century-Fox, the cooperation is blanket."

Jersey Allied, through its standing committee composed of Irving Dollinger, Lou Gold and Snaper, plans forthright action on an allegation of abuses in the misallocation of percentage pictures through discussions with distribution executives in New York.

South Jersey exhibitors who had been promised price consideration by all distributors have been complaining that Philadelphia branch managers are ignoring such instructions from their general sales managers, it was charged. Efforts will be undertaken to remedy this condition.

Myers warned the closed session against the alleged practice of distributors to resort to competitive bids as a means of increasing film prices.

Delegates to Meet

The Jersey unit took no action on public relations beyond expressing the opinion the proposed plan was sound "on the surface." A membership meeting will be held in New York in about two weeks at which its delegation to Minneapolis may be instructed. It is apparent that Jersey Allied will swing with the general Allied tide.

Louis Gold, Newark, was elected Jersey Allied vice-president succeeding Snaper, and Sam Frank, Hammonton, was re-elected to another vice-presidency. Sidney Stern, Elizabeth, succeeded Haskell Block as secretary and Block replaced Morris Fogelson, Danville, as treasurer. Sidney Franklin, Newark, was renamed assistant treasurer, and William Basil, sergeant-at-arms succeeding Joseph Siccardi, Plainfield.

At a forthcoming meeting, the board will elect a chairman who, in all probability, will be Irving Dollinger, Linden, present incumbent. Vacancies among the three-year directors were filled by John Harwan, Mt. Ephron; Herbert Lub, Vineland, and Siccardi.

Life-like realism
IN IMAGE, COLOR, SOUND
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FOR LOEW'S, INTERSTATE, FABIAN, ETC.
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Zukor Sees

(Continued from page 1)

the hope that exhibition and production were facing a new era of cooperation.

Producers haven't always used the "best methods" in their relations with exhibitors, Zukor admitted, but added that some exhibitors had taken advantage of producers. "All that is in the past," he said. Zukor saw the recent Chicago public relations conference as a "significant step" and expressed regret that it came about so "late."

Zukor said he had never expressed himself against theatre divorcement and has no fears, as "good" product will find its level and make a profit.

Abram Myers, Allied general counsel, inducted Wilbur Snaper into office as president at the dinner.

Republic Sales Parley

(Continued from page 1)

manager of the service department; and John Alexander, manager of the contract department.

Branch managers will include: William Murphy, New York; Norman Silverman, Philadelphia; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dorvin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh; George H. Kirby, Cincinnati; Jake Flax, Washington; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte, and Harold Laird, Tampa.

Johnston Urges

(Continued from page 1)

revealing talks by producers, stars, writers, directors, studio managers, art directors, craftsmen, publicity directors—every kind of specialist in the creation of a picture."

Johnston added: "It seems like simple logic to me that it is easier to market a product if you know what goes into it and how it was put together. I'm sure the exhibitor would find new clues to exploit pictures to new advantage. In his turn, the exhibitor has much to give the producer. He has his fingers on the pulse of Main Street, and Main Street is the jury and the court of last appeal for every picture made."

Promises Tax Battle

Reviewing recent industry developments, Johnston served notice at the convention that the industry is not "going to sit idly by and permit television to be grabbed off exclusively by somebody else." At the same time, he declared, the industry is going to stop being "an easy mark—an easy touch" for unfair and discriminatory taxation, and that it is "going to battle for the good name of the industry against its traducers with all the means we can honorably employ."

Johnston sounded an optimistic note on the industry's future. "Through the inevitable expansion of social security and the extension of old-age pension systems, more people are going to retire earlier in our country," he said. "We are building for more leisure for people in their advanced years. They will want an increased measure of entertainment, and they will have means to buy it. Here is the great potential domestic market for our pictures."

The MPAA president warned that "the conduct—public and private—of everyone who works in this industry should be such that it reflects credit on the industry itself."

ATOI on 'P.R.'

(Continued from page 1)

the ATOI, headed by Trueman Rembusch, who attended the Chicago meeting as an Allied States representative, says that both the Hollywood and exhibitor groups "had their eyes opened" by that first meeting and joint discussion of their mutual problems. Previously, the bulletin says, "neither group had more than the slightest idea, and that idea was distorted, about the other group's endeavors in behalf of the industry."

"The conference has a long, hard road ahead of it if it is to be successful in its goal," the bulletin concludes.

The bulletin viewed the organizing of a trade press group at the Chicago meeting as "a credit to them and a real contribution toward bringing about better public relations for the industry."

Kan.-Mo. Allied

(Continued from page 1)

lic relations for the industry. The board looked with disfavor on "jumping the gun" by certain circuits with public relations programs sponsored on a commercial basis. It expressed the feeling that such preliminary activities will tend to defeat a more firmly rooted cooperative program.

A committee was set up for advice and counsel on drive-in operation, with a drive-in conference scheduled to be held here not later than Feb. 15. The committee consists of Ben Adams, Sol Frank and Dan Peyton.

Stress Investments

(Continued from page 1)

pate in the panel discussion and open forum.

Sam Pinanski, new TOA president, stressed the tremendous investments made by exhibitors.

"I would never underestimate importance of the investment in, and the problem of, production and distribution," he said, "but exhibitors have far and away the major financial investment in the industry and their problems and permanent investments should be understood and not underestimated in an economic balance sheet of industry which should be prepared."

Pinanski called "wrong" the impression that the great mass of exhibitors represent only a small portion of a staggering $2,500,000,000 theatre investment because of substantial producer ownership of theatres. "I believe producer investment in theatres has been not in excess of half a billion dollars, and that the great mass of exhibitors—small fellows—represent approximately two billion of the two-and-a-half billion dollars invested in theatres."

'Bonanza' in Offing

"A bonanza year in terms of quality, prestige and importance to Hollywood" is in the offing, Dore Schary, representing production, told the dinner meeting. He also attacked "the lunatic fringe of pressure groups that seek to impose a rigid censorship upon the motion picture business" and the "lunatic fringe that seeks publicity in attacking Hollywood on any kind of pretext."

In an obvious reference to Congressional investigations, Schary said, "I'm all for any kind of investigation of any phase of Hollywood, as long as that investigation is honest and is not capricious, unjust and ill-considered. All you people should be against any kind of tawdry investigation of Hollywood."

Ted R. Gamble, head of Gamble Enterprises, warned that "product shortage appears to lie ahead and indeed is with us today," and urged that "production be maintained at high levels to service 13,000,000 theatre seats."

On the other hand, he said, "Exhibitors must justify their right to fine product and full supply by using product to the fullest. Some have been remiss and lax in selling product." He also said competitive bidding is often used as a weapon for unfair selling and called for the abandonment of the practice of advanced admissions for special pictures.

F. H. Ricketson, Jr., president of Fox Inter-Mountain Amusement Corp., charged the producers with indifference to exhibitor problems. This is "one of the underlying and essential weakness of the industry," he said.

IN THE "EAST"... IT'S
MOVIELAB FILM LABORATORIES INC
NOW LOCATED IN our Newly equipped plant, triple its former size, is geared to handle *All* of your laboratory production problems.
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TOA Unanimously

(*Continued from page* 1)

tions information and ideas received from TOA headquarters, and counseled against revealing these in the trade press on the grounds that this would prejudice lay editors against the material. Another sought authority to employ a ranking publicity man to represent the TOA on a national level. All but last, which was referred to the board, were adopted.

The television committee, whose report consumed the majority of the afternoon session, presented a resolution asking a special assessment be levied to defray the cost of participating in Federal Communications Commission hearings when and if granted. This was referred to the board. S. H. Fabian and Robert Weitman, in a question-and-answer description of their experiences with theatre television, agreed that large-screen quality now is acceptable for the presentation of sports events but would not give satisfaction for entertainment material.

Sees TV Theatre Future

During the day, Nathan L. Halpern, television consultant for Fabian Theatres, told the theatre television committee that there is "no plot to overthrow existing motion picture production and distribution, but an unequalled opportunity exists to utilize television in serving the public." He said theatre TV now is commercially practicable. The future of large screen TV is in "superior programs available only to theatres."

RCA put on a large screen TV show, the first time its system has been shown commercially on the Coast. The image was clear on a 15x20-foot screen.

A spirited discussion occurred this morning on the question of prints in the exhibitor-distributor relations committee. Several speakers deplored a print shortage. They said "the companies provide the same number of prints despite the growth in number of theatres, drive-ins, etc. Robert Wilby said, "The print shortage is causing illegal clearances, and the companies are aware of the situation. He advised TOA action to eliminate clearance where none belongs. Walter Reade, Jr., committee chairman, said that Allied was also interested in the problem. He is certain action will be taken to remedy the situation.

A special plaque citing TOA for "meritorious service in behalf of 3,000,000 disabled veterans" was presented to the convention by the Disabled Veterans of America for the organization's support of the short on disabled "vets," produced and distributed as an industry public service film.

NEFC Raises a Million

Stock subscriptions to the National Exhibitors Film Corp. have totaled more than $1,000,000 during the first two days of the convention, it was learned today. Fabian, Gamble and other executives of the new company have expressed their gratification.

The President's Dinner will be held tomorrow night, with Secretary of Defense Louis Johnson the main speaker. Hollywood stars will entertain with the show produced by Joe Pasternak, M-G-M producer.

The next TOA convention will be held at Denver in Sept. 1950.

NLRB Election at UA

A union shop election has been scheduled at United Artists here by the National Labor Relations Board on Monday.

Censors

(*Continued from page* 1)

which so consistently stays away."

He pointed out, "It is a sorry state of affairs when only 25 per cent of the population above the age of 30 are moviegoers. If everybody between the ages of 31 and 60 went to movies once a week, pictures would take in an extra $800,000,000 a year."

Hits 'Dirt-Sniffers'

Centering his attack on local censors and pressure groups, and pointing out films would never depict the sordid subjects which are commonplace in newspaper stories, he went on, "Once we have exercised the self-regulation that we do, and have turned our pictures over to you, we both have a right to be free from interference from petty, small-minded, single-tracked dirt-sniffers who feel they have to justify their official existence by using their scissors instead of their heads. Censors know that within the ranks of the picture industry we exercise the highest degre of voluntary regulation and self-discipline. Once a picture has the seal of the Production Code it is fit to be shown any place.

"Don't get the impression that I am in complete agreement with everything in the code and the way it is interpreted by my good friend, benevolent keeper of our conscience, Joe Breen. It is my firm belief the time has come to bring the code up to date, to conform to changes that have taken place during the 19 years since it was first adopted. It needs overhauling, revamping, renovating. That is the problem we in Hollywood have to face honestly and frankly. But that is essentially the problem of producers."

Urging exhibitors to fight censorship on local and state levels, he declared, "I think you owe it to your communities and to yourselves to get up on your hind legs and do everything that has to be done to eliminate this vicious, un-American thing called censorship."

Charles Brackett, Academy of Motion Picture Arts and Sciences president, introduced the luncheon speakers, who included Y. Frank Freeman, Paramount studio vice-president; Roy Brewer, IATSE international vice-president; Oliver H. P. Garrett, Screen Writers Guild president; George Marshall, Screen Directors Guild president, and Ronald Reagan, Screen Actors Guild president.

Breen Also Hits Censorship; Silent on Code Revisions

LOS ANGELES, Sept. 14.—Joseph I. Breen, Production Code Administration head, commenting on Samuel Goldwyn's attack on censorship today, made no mention of Goldwyn's proposed Code revisions, but joined Goldwyn in assailing censorship from outside the industry.

"Censorship boards continue as a serious deterent effect," he said. "We are best qualified to run our own business and are continuing that fight. What Goldwyn overlooked is unofficial censorship. If we paid attention to one-tenth of one per cent of the unofficial protests, we could not have screen villains."

Breen cited cases of Negro and lawyer pressures on screen presentations, and gave examples of foreign censorship which is "often used to keep our films out of the market." He disclosed that a scene from M-G-M's "The Red Danube" had been cut in Britain because of the remark, "If they drank less tea in this (British) army, the war would have been over two years ago.

Hear '244' Action

(*Continued from page* 1)

allegedly belonging to the plaintiff, and asks for an accounting by "IA" of dues paid by the local's members since 1945.

The attorney took exception to recent statements by the "IA" in the form in which they appeared in various trade papers and other publications. While acknowledging that Local 244 still is affiliated with "IA," Kay said this does not necessarily reflect the choice of the members.

On Sept. 1, "IA" headquarters here released to the press a statement asserting that the projectionists of Newark had voted for continued "IA" control of Local 244, explaining that the alternative offered by Walsh would have returned local autonomy to the Newark operators provided they agreed to a proposition including eight conditions "designed to assure democratic conduct of the union's activities and fair treatment of all its members."

Kay maintained that the "IA" statement was misleading. He held that it gave the impression that the local's members "had a clear-cut choice as to whether they wanted to remain with the 'IA' or leave it."

Queried yesterday, a spokesman for the "IA" said the International "stands by" the statement it issued.

Goldman Trust Suit

(*Continued from page* 1)

Plaintiff was previously awarded $375,000 for losses claimed before 1946.

Goldman's twice-denied motion to have the decree altered so as to effect divestiture of Warner theatres in this area will also be aired at the pre-trial conference. The exhibitor's effort in this direction were seen bolstered by the Supreme Court divorcement decision in the Paramount case.

Counsel for Goldman is the law firm of Gray, Anderson, Schaffer and Rome.

Majors and Warner Circuit To File in Glenside Case

PHILADELPHIA, Sept. 14.—Major distributors and the Warner circuit here have agreed to file replies to interrogatories in the $182,000 damage suit brought by Dante Iacampo, owner of the Glenside Theatre, Glenside, Pa., in U. S. District Court here.

Defendants' objections to the interrogatory requesting a listing of their theatre ownerships throughout the country was due to be heard before Federal Judge William H. Kirkpatrick next Monday. However, after a consultation between attorneys for the various defendants and plaintiff's counsel, Gray, Anderson, Schaffer and Rome, the objections were withdrawn.

Another Lamont Drive-in

ALBANY, N. Y., Sept. 14. — The Over-Look Drive-in, for 600 cars, built by Harry Lamont at Poughkeepsie in 25 days, will open Saturday. First in that section, it cost $125,000.

POSTPONED!

M-G-M TRADE SHOWS

"THE RED DANUBE"

ALL TERRITORIES POSTPONED EXCEPT BOSTON, SAN FRANCISCO, DALLAS, MEMPHIS. THEY WILL BE HELD SEPT. 19th AS ANNOUNCED.

★

"INTRUDER IN THE DUST"

ATLANTA, MEMPHIS, NEW ORLEANS POSTPONED FROM ANNOUNCED DATE OF SEPT. 19th.

WATCH FOR NEW DATES ON BOTH PICTURES!

NO, NO, NOT THIS GRANT!

This One

This Grant has an encircling movement all her own!

COLUMBIA PICTURES presents

Lucille BALL ★ William HOLDEN

in

Miss GRANT TAKES RICHMOND

Janis Carter · James Gleason · Gloria Henry · Frank McHugh

Screen Play by Nat Perrin, Devery Freeman and Frank Tashlin

Directed by LLOYD BACON · AN S. SYLVAN SIMON PRODUCTION

READY FOR DATING! *Check with your Columbia Exchange!*

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MOTION PICTURE DAILY

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VOL. 66. NO. 54 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 16, 1949 TEN CENTS

RKO Financing Pointed Need For More Time

Nov. 8 Divorce Might End Financing Credit

One reason for RKO's request for additional time beyond Nov. 8 to effect divorcement is the desire to renew in its present form the corporation's $10,000,000 revolving credit fund, which was established in 1947, for the purpose of transferring it eventually to the new picture company to be formed under RKO's consent decree in the government's New York trust suit. A reorganization this fall would permit the banks to cancel the 1947 credit agreement on grounds of technical default.

In conversations with RKO over the past several months, the financial institutions involved are said to have "indicated" they are not in accord with the idea of extending the

(*Continued on page 3*)

UA Seeks Franchise Deal for Germany

United Artists will license its product to a native distributor in Germany rather than operate its own offices upon discontinuance of Motion Picture Export Association operations on Jan. 1. The company has yet to enter into any deal but is said to have a few distributors under consideration. UA

(*Continued on page 2*)

Senate Votes Down Knowland on Trade

Washington, Sept. 15.—By an overwhelming 54 to 27 vote, the Senate defeated the Knowland amendment to the Reciprocal Trade Agreements bill which would have ended trade concessions to any country discriminating against U. S. products, including films.

The film industry was only mentioned once during the debate on the bill, when Sen. Knowland inserted in the record letters from top State Department officials answering protests against the quota by California Congressmen.

Films' Role in 'Cold War' Cited by US Defense Chief

Los Angeles, Sept. 15.—"In the fight for men's minds which is basic to the 'cold war' of ideologies now being waged on every front, the influence of America and the message of freedom carried through the medium of the motion picture will result in better understanding among all peoples. It will bring us greater strength and assure us greater security and more lasting peace."

This evaluation of the motion picture and, indirectly, the industry at large, came this evening from U. S. Secretary of Defense Louis Johnson in an address before the Theatre Owners of America convention dinner here.

At the same time, Johnson made revelations that were interpreted by many of his listeners as heightening prospects for elimination of the war-

(*Continued on page 3*)

Ohio ITO Agenda Is Set; Eight to Speak

Columbus, O., Sept. 15.—Eight speakers are scheduled for the three-day convention of the Independent Theatre Owners of Ohio, to be held at the Deshler-Wallick Hotel here Sept. 20-22, P. J. Wood, ITO secretary, discloses. Martin Smith, Toledo, is president.

The speakers include: Abram F. Myers, general counsel of national Allied; William Ainsworth, president of national Allied; Trueman Rembusch, president of Indiana Allied; H. M. Richey, exhibitor relations representative for Loew's; Jack D. Braunagel, general manager of Common-

(*Continued on page 3*)

406 Features Were Imported Last Year

While the number of foreign films imported into the United States during the year ended March 31, 1949, rose from 380 to 406, theatres specializing in imported product experienced a slump and turned back to Hollywood pictures.

The foregoing is the basis of one of several features appearing in *The World Market* section of *Motion Picture Herald*, which will be distributed today. The special annual section of attention to world film markets also features in its 32 pages film industry reports from QP correspondents in countries around the world, a pictorial presentation of "The Art in Other

(*Continued on page 3*)

O'Leary, Loewenstein Elected TOA Officers

Los Angeles, Sept. 15.—J. J. O'Leary, Scranton, Pa., has been elected chairman of the TOA executive committee, it was announced this afternoon, with Morris Loewenstein, Oklahoma City, as secretary. The board tabled action on apportioning regional vice-presidents until its November meeting.

Sam Pinanski, Ted Gamble, Herman Levy and Gael Sullivan will make a national tour to recruit and solidify membership in the organization, it was also announced.

Seminars Should Be Regionals: Snaper

New Jersey Allied president-elect Wilbur Snaper yesterday questioned the practicality of exhibitor-producer seminars in Hollywood, as suggested by Motion Picture Association of America president Eric A. Johnston in his address before the Theatre Owners of America convention in Los Angeles on Wednesday.

Were Johnston's suggestion to be amended to stipulate the holding of such seminars on a regional basis, with distribution sales managers to be among the participants, it would then point to the possibility of substantial benefits in terms of ideas for all

(*Continued on page 3*)

Breen to Speak at K. C. Trade Tribute

Kansas City, Sept. 15.—Joseph I. Breen, Production Code Administrator, will be a speaker at the Chamber of Commerce luncheon here, Sept. 21, when the Chamber pays tribute to the motion picture industry in the Kansas City trade territory.

An additional feature now planned for the luncheon is the taking of motion pictures of arriving guests and the showing of the pictures before the luncheon is ended. There had been some prospect of changing the date for the luncheon to Oct. 12 when Eric Johnston might be present but the original plans were adhered to by the Chamber and Johnston will not be present as he is leaving for Europe.

Bids, Print Shortage Hit by TOA

Reports Assail Bidding; Rodgers Warns on Action

Los Angeles, Sept. 15.—Theatre Owners of America today wound up a successful convention with the adoption of a meaty report of the committee on distributor-exhibitor relations that touched on practically every phase of major exhibitor concern.

The report, adopted unanimously by the membership at the morning business session, was delivered by committee chairman Walter Reade, Jr., and occasioned considerable discussion, also including a veiled warning from William F. Rodgers, M-G-M distribution vice-president.

Its preamble reaffirmed TOA's "unalterable opposition" to use of compulsory competitive bidding, but

(*Continued on page 3*)

MPIC, ITOA Lead 'P. R.' Plan Parade

Becoming the fourth exhibitor organization to do so, Independent Theatre Owners Association of New York yesterday gave its endorsement to the recommendations of the all-industry conference on public relations which was held in Chicago two weeks ago.

Wednesday night in Hollywood, the Motion Picture Industry Council ratified participation in the Conference

(*Continued on page 3*)

Small's Brief Words A Hit at Luncheon

Los Angeles, Sept. 15.—Edward Small made at hit at the luncheon where he was host to TOA delegates when he confined his remarks to three brief sentences.

Art Arthur, speaking for the Motion Picture Industry Council, told Small's guests of public relations tests undertaken by MPIC. "We often fail to realize the difference between public relations and publicity," Arthur said, adding that much that has been done so far is "a patchwork job." D. B. Cockrill, Denver, introduced the speakers.

Personal Mention

DARRYL F. ZANUCK is due in New York from Europe on Sunday.

•

JOHN FOX, president of Special Purpose Films, and Mary Blake, assistant fashion editor of *Life* magazine, have returned from a honeymoon in Virginia. They were married Sept. 3 at Winchester, Va.

•

LYNN FARNOL, Eastern publicity director for Goldwyn Productions, left New York last night for Dallas and Hollywood. He will return here next week.

•

LOUIS ASTOR, Columbia circuit sales executive, will leave New York tomorrow for Los Angeles and San Francisco.

•

MAURICE A. BERGMAN, Universal-International public relations head, will return here on Monday from the Coast.

•

ROBERT BENJAMIN and ARTHUR KRIM will leave here today for Europe by plane.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return here on Monday from Europe.

•

DAVID O. SELZNICK is due here from the Coast on Monday and, after a brief stay, will leave for Europe.

•

E. Z. WALTERS, Altec comptroller, is in New York from the Coast.

Sears, Kelly Returning

United Artists executive vice-president Arthur W. Kelly is due here today and president Gradwell Sears is expected over the weekend, both from the Coast after a week's visit. Distribution deals and financial arrangements for new productions by independents were on their agenda. In addition to Hollywood deals, UA is considering a pact with British producers Anthony Asquith and Anatole De Grunwald for an unspecified number of releases.

Colosseum Talks to N.O.

MILWAUKEE, Sept. 15.—Negotiations on a modified contract between the Colosseum of Motion Picture Salesmen and 11 distributors, which have been recessed since last Tuesday after a week of meetings in New York, will be resumed in New Orleans on Monday, it was reported here yesterday by David Beznor, attorney for the salesmen's union.

Luncheon for Wilson

BOSTON, Sept. 15.—Carey Wilson, M-G-M producer, was given a luncheon at the Ritz Carlton here today by Charles Kurtzman, Loews' Northeastern division manager, and Barrett Kiesling, studio publicity director. Representatives of the press, clergy and civic organizations were in attendance in conjunction with the world premiere of Wilson's newest production, "Red Danube."

Commonwealth Plans Fall Film Festival

KANSAS CITY, Sept. 15.—The annual convention of Commonwealth Theatres, held at Excelsior Springs, Mo., and attended by 70 managers and executives, laid plans for a fall film festival. An eight-page brochure will be distributed to the public through all Commonwealth Theatres, telling of coming attractions.

Howard E. Jameyson, president, and Robert Shelton, vice-president and general manager, conducted the convention. Elmer C. Rhoden, head of Fox Midwest, spoke over the telephone from Los Angeles to the convention.

Sullivan to Address KMTA Meet Sept. 21

KANSAS CITY, Sept. 15.—Louis A. Novins, assistant to Paramount president Barney Balaban; Sam Shain, 20th Century-Fox exhibitor relations head, and several leaders among exhibitors in exchange centers of the Middle West will be present at the annual convention of the Kansas-Missouri Theatres Association in Kansas City on Sept. 20-21. Gael Sullivan will be a speaker at the banquet on Wednesday night, which will be attended by Joseph I. Breen, Production Code Administrator, who is coming to Kansas City to be the guest speaker at a Chamber of Commerce luncheon.

Art Directors Honor DeMille, Lasky

HOLLYWOOD, Sept. 15. — Francis Harmon, Motion Picture Association of America exhibitor relations head, was guest speaker tonight at the annual banquet of the Society of Motion Picture Art Directors honoring Cecil DeMille and Jesse Lasky. Harmon gave a full report on the Chicago "PR" conference.

Dr. Rufus von Kleinsmid and William Cameron Menzies were other speakers. Gloria Swanson presented DeMille and Lasky with honorary life memberships.

Norman Westwood, 62 Far East Executive

Funeral services were held here yesterday for Norman Westwood, 62, well known in Far Eastern film distribution fields, who died Tuesday at Harkness Memorial Hospital after a lengthy illness.

Westwood was with Universal in China for 22 years and with United Artists in the same country for four years. Until illness compelled him to resign a year ago he represented the J. Arthur Rank Organization in Japan. He was held prisoner in a Jap concentration camp for four years during World War II. A daughter survives.

Chas. Reade, RKO Mgr.

Charles Meade, 60, manager of the RKO 81st St. Theatre here and a veteran vaudeville theatreman, died at French Hospital yesterday after a short illness. Services will take place at eight o'clock tonight at the Walter B. Cooke 72nd Street Home, Manhattan. The widow survives.

20th-Fox Plans New Merchandising Meet

A second industry merchandising conference is being planned by 20th Century-Fox for shortly after the first of the year, Charles Einfeld, vice-president and advertising-publicity director, stated yesterday in circulating a digest of the proceedings of the first conference, held here in July.

Some 50 advertising-publicity executives of leading circuits throughout the country attended the first merchandising conference.

DAV Meet Thanks Industry for Short

A special resolution expressing the appreciation of the Disabled American Veterans for the motion picture industry's production, distribution and exhibition of the nine-minute short, "How Much Do You Owe?" was passed at the organization's recent convention at Cleveland.

Made as part of the industry's public service program, the short stars James Stewart and its screening has been urged by Gael Sullivan of the Theatre Owners of America; William L. Ainsworth, Allied, and Rotus Harvey, Pacific Coast Conference of Independent Theatre Owners, among others. Some 600 prints are available through National Screen Service, with initial engagements scheduled for this week.

Legion Reviews 9; Class One 'B'

Nine additional pictures have been classified by the National Legion of Decency, with one, Superfilm's "The Iron Crown," receiving a "B" rating.

Classed A-I are Lippert Productions' "Grand Canyon," Republic's "Kid from Cleveland," and Warner Brothers' "Task Force." Classed A-II are Lux Film's "Earth Cries Out," Film Classics' "The Lovable Cheat," Grandi Film's "Rossini," London Films' "Saints and Sinners," and Warner Brothers' "Under Capricorn."

Hear Greenberg Suit In Phila. Oct. 10

PHILADELPHIA, Sept. 15.—Jack H. Greenberg's clearance suit against seven distributors, which was due to be heard in U. S. District Court here today, was postponed until Oct. 10.

Judge William H. Kirkpatrick will hear the Greenberg case on that date which had been tentatively set on the jurist's calendar for a hearing on the long pending Goldman anti-trust case. No new date has been set for the latter action.

Star of 'Pinky' Tours City

Jeanne Crain, star of 20th Century-Fox's "Pinky," completed the first of a series of personal appearances last night at various RKO and Skouras theatres throughout New York City.

UA Deal for Germany

(*Continued from page 1*)

has franchises in 10 other countries.

In the case of Germany, setting up its own facilities would mean an outlay of dollars by UA and uncertainties on a guarantee of earnings. A deal with a German distributor probably would be for an outright sale of releasing rights with partial payment in dollars, or for a percentage. The company has both types of deals in Italy and elsewhere.

Meanwhile, the executive committee (company presidents) and the representative directors (foreign department heads) of the MPEA will meet here on Monday with MPEA president Eric A. Johnston to take up non-MPEA operations in Germany and the as yet unspecified guarantee of dollar convertibility by the Economic Cooperation Administration. Each company will make separate application to ECA for its own guarantee and all apparently are seeking enough to cover actual expenses and some part of production costs.

Yates to Europe on Frozen Earnings

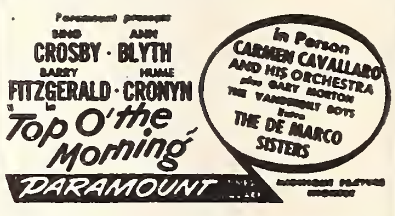
Herbert J. Yates, president of Republic, will leave here next Wednesday for a tour of England and the Continent for the purpose of investigating the frozen currency situation. In England, Yates will look into possible uses for Republic's blocked pounds. He will be gone about six weeks.

Israel Quits E-L Post

HOLLYWOOD, Sept. 15.—Sam Israel, publicity - advertising director for Eagle-Lion studio since the company's formation, today announced his resignation, effective in two weeks. Publicity personnel had been dismissed previously.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION



CARY GRANT - ANN SHERIDAN
"I WAS A MALE WAR BRIDE"
A 20th Century-Fox Picture
On Variety Stage— JACK HALEY MARTHA STEWART
On Ice Stage— "HAWAIIAN NIGHTS"
Starring JOAN HYLDOFT and ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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TOA

(*Continued from page 1*)

admitted at the same time that bidding is necessary in some areas. It recommended the establishment of a fair trade code by a committee of distributors and exhibitors, subject to the approval of the Justice department, and also issued a four-point recommendation covering the application of competitive bidding.

Los Angeles, Sept. 15.—Sam Pinanski, TOA president, was instructed by the executive committee this afternoon to appoint a committee to draw up a fair trade practices code, to be acted on at the November meeting. Copies of resolutions passed by the convention were ordered sent to distributors and other interested parties.

The committee further recommended steps towards uniform availabilities, and establishment of an arbitration tribunal for airing exhibitor-distributor complaints and grievances.

The report voiced complaints over print shortages and recommended release of pictures to Army and Navy posts following regular theatre runs. It also went on record as opposed to advanced admission price features and recommended the continuation of the existing National Screen Service committee.

Want Written Notices

Competitive bidding, along with public relations, is one of the hottest convention subjects. The committee recommended that proper written notice be rendered each affected exhibitortor; that sufficient stipulated time be contained in such a notice as to the date when the bid is due; that the distributor advise bidders within a reasonable time of the result of such an award; that of all the forms of competitive bidding, auction bidding is the fairest.

Since this method was found impractical, however, it recommended that bidding be done through the form of sealed bids with definite provision that all terms and conditions of each bid be made available to interested bidders immediately after the award.

Rodgers commented from the floor that M-G-M practices a great deal of bidding, but avowed never for the purpose of increasing film rental and has tried to be fair. The company gives "a reasonable period of time for picture to be bid on and a deadline when pictures are made available."

Rodgers' warning came in connection with complaints of a print shortage when the committee claimed the shortage of prints causes illegal clearance. Rodgers said: "If pressure from theatre circuits becomes too great, distributors may well choose to discontinue day-and-date bookings. I advise you to move carefully both on this and the matter of uniform clearance. Besides, I'm sure national action on these matters would be illegal."

More fireworks on competitive bidding were displayed when Herman Levy, general counsel, delivered the report of the legal advisory committee. While recognizing that competitive bidding is legal and that distributors are within their rights when practicing it, bidding was assailed as "unfair, inequitable and unjust" when applied except in some competitive areas where it is the only method to obtain fair product division.

The report of the committee on state and local taxation, headed by Morris Loewenstein, recommended that all regional and unit TOA organization report immediately to the national office all pending or suggested legislation affecting theatres.

Exhibitors were warned of of the dangers of attempting to "buy off" legislation. "In an extreme case, the use of the powerful strength of the united screen may be advisable, but only after mature and considered judgment," the report said.

The legislative committee, with A. Julian Brylawski as chairman, asked that the convention accept its report as a mandate for continued representation of the industry before Congress.

Recognizing that 16mm. competition is not encouraged by distribution, the 16mm. committee, through its chairman, Myron N. Blank, urged the TOA to continue to police the field. Since 1946, 524 bootleg prints have been recovered, the committee said.

'P.R.' Confab in November: Harmon

Los Angeles, Sept. 15.—First meeting of the Conference Committee set up at the Chicago public relations parley will be held in Washington sometime in November, Francis Harmon, MPAA exhibitor relations head, said here today.

Task of the meeting, in which he expects representatives of nine groups to participate, will be to hammer out the format of the 'P.R.' group, which in turn must be ratified again.

'Territorial Release Will Ease Shortage'

Los Angeles, Sept. 15.—Territorial or staggered release of pictures was seen as a possible solution to the pressing print shortage problem by Robert Wilby, Wilby-Kincey circuit executive.

The shortage is hitting the small town and Southern exhibitor especially hard, Wilby said in a private interview here today. "They call it availability, but actually it is clearance," he said. Wilby said that territorial release would interfere with national advertising, but that distributors had never appreciated the time lag in exhibition.

Exhibitors to Study British Methods

Los Angeles, Sept. 15.—Charles Skouras, Elmer C. Rhoden, and probably F. H. Ricketson, Jr., may visit England in November on the invitation of J. Arthur Rank. The National Theatres executives will study British theatre operation, specifically roadshow and reserved seat policy, with a view to adaptation of the British method to playing British and foreign films here.

Films in 'Cold War'

(*Continued from page 1*)

time emergency admission tax. "I shall persist," the Defense Secretary declared, "in my fight for defense economy, and close or curtail any activity which cannot justify its existence as a necessary part of our current national defense." The high cost of national defense has been given as the reason for the continuance in force of the wartime tax law.

Need 'Solvent' Nation

Johnson said he was sorry to have to discharge a large number of Army civilian employes in his Department's economy drive. But, he explained, "a nation that is financially solvent, that does not overburden its people with taxes can be secure in peace and be better prepared for war. That is why we are strengthening the economic hands of our friends overseas. That is why we drive relentlessly in our own country toward economy in our own national defense."

The Defense chief said that "in our defense arsenal we count heavily on the capabilities of the motion picture industry. And our outstanding record of achievement in World War II is the reason why. What a coincidence that film and gunpowder should be made of the same chemical ingredients! Both have proved indispensable to the attainment of victory and peace."

Praises War Effort

Praising the U. S. industry for its bond drives and other contributions toward the winning of the last war, Johnson said: "But the total contribution of your industry to the morale of the men on the firing line, to the effort of the workers on the assembly line, and to the spirit of all of the American people behind the lines, defy exact measurement. Your contribution to victory, because it is largely psychological, may be too subtle to be measured by normal yardsticks. It was, nevertheless, real, and crucial—and anyone who lived through those trying days will bear witness to the inestimable value of your patriotic services at every turn, in the all-out effort for victory."

Snaper on Seminars

(*Continued from page 1*)

branches of the industry, Snaper said.

The new head of New Jersey Allied believes the recommendation for Hollywood seminars as explained by Johnston would produce industry forums which, after considerable speechmaking and discussion, could arrive only at the inevitable conclusion that "what the industry needs is better pictures."

When he introduced his idea, Johnston told the TOA delegates that he envisioned an industry seminar at which "exhibitors would have a chance to hear intimate and revealing talks by producers, stars, writers, directors, studio managers, art directors, craftsmen, publicity directors" and other specialists in the creation of pictures.

406 Feature Imports

(*Continued from page 1*)

Lands," an article entitled "The Theatre in Transition as Reflected in America," numerous photos illustrating "The Advance of Theatres in Other Lands," a country-by-country list of supply dealers in the world market, and other features.

RKO Financing

(*Continued from page 1*)

loan at this time because of the picture company's recent moderate earnings.

Continuance of the revolving fund is predicated upon ownership by RKO of a controlling interest in the stock of RKO Radio Pictures. This is the stock which will go to the new picture company upon reorganization. Thus, at that time, the corporation could be called upon to pay off all indebtedness under the 1947 agreement.

RKO stated its debt was $6,750,000 when its proxy statement was distributed to stockholders last March. This fluctuates almost continually, depending on the amount of cash on hand and production financing requirements.

Transfer of the credit to the new picture company would stand a good chance of being granted by the banks if earnings improved, and RKO feels they will at a later date.

RKO reportedly is hoping for a divorcement deadline extension of about one year. While official silence is being maintained by the film company and the Department of Justice, it is understood the latter has listened to the RKO plea with a sympathetic ear and is willing to grant some additional time, perhaps eight months. The Departments' answer is expected to be given within a few days.

In the event the current RKO loan is called, the new picture company could establish a new credit fund, of course. However, the terms would be a good deal more burdensome.

MPIC, ITOA

(*Continued from page 1*)

Committee set up at Chicago, it was announced yesterday. MPIC became the third major group to endorse the Chicago parley.

Full cooperation in carrying out the "fine objectives" set forth at Chicago was pledged by the MPIC meeting, which heard reports from its delegates to the parley.

ITOA's initial fall membership meeting voted its endorsement unanimously, and named Max A. Cohen to represent the organization on the Public Relations Conference Committee. William Namenson was elected alternate representative.

Cohen, who attended the Chicago "PR" conclave as an ITOA delegate, presented to yesterday's meeting a full report of what transpired at the all-industry conference. Following his organization's endorsement vote, ITOA president Harry Brandt said: "This is the industry's last chance to get together and we must make the most of it."

Two additional Metropolitan area theatres were admitted to membership in the ITOA at yesterday's meeting. They are Raybond's Palace, Bronx, and the Alex, Harvey-Louis Weinstock Alvin in Guttenberg, N. J.

Ohio ITO Agenda Set

(*Continued from page 1*)

wealth Drive-in Theatres, Kansas City; Benjamin Berger, Minneapolis, president of North Central Allied; Dr. Clyde Hisson, Ohio director of education, and Kroger Babb, president of Hallmark Productions.

Status of the government divorcement suit, public relations and the recent Chicago "PR" meeting, Federal taxes and reduction of admissions are among the subjects to come up for general discussion.

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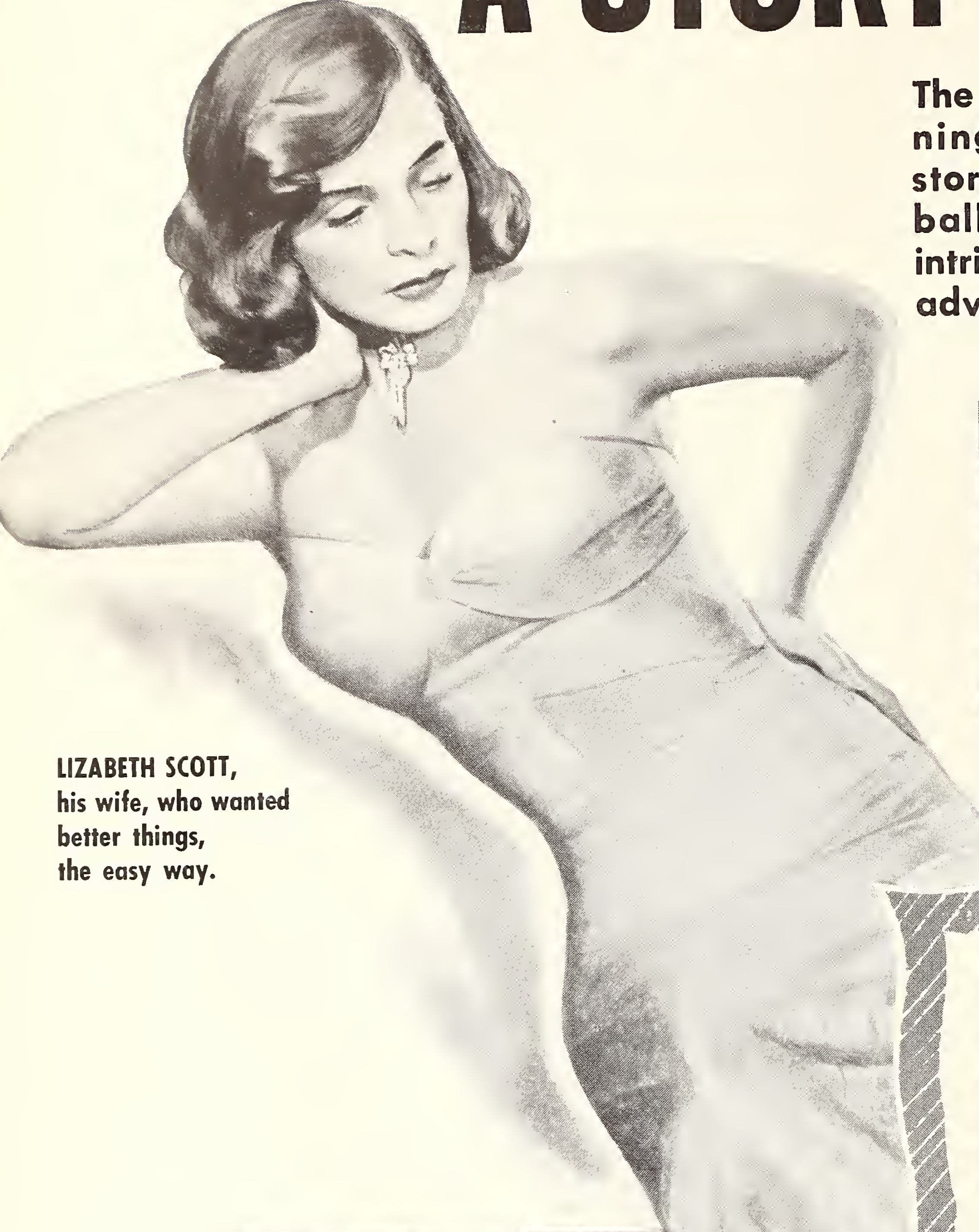

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his wife, who wanted
better things,
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SONNY TUFTS, Mature's pal — "The King" carried him, made him look good, until one night...

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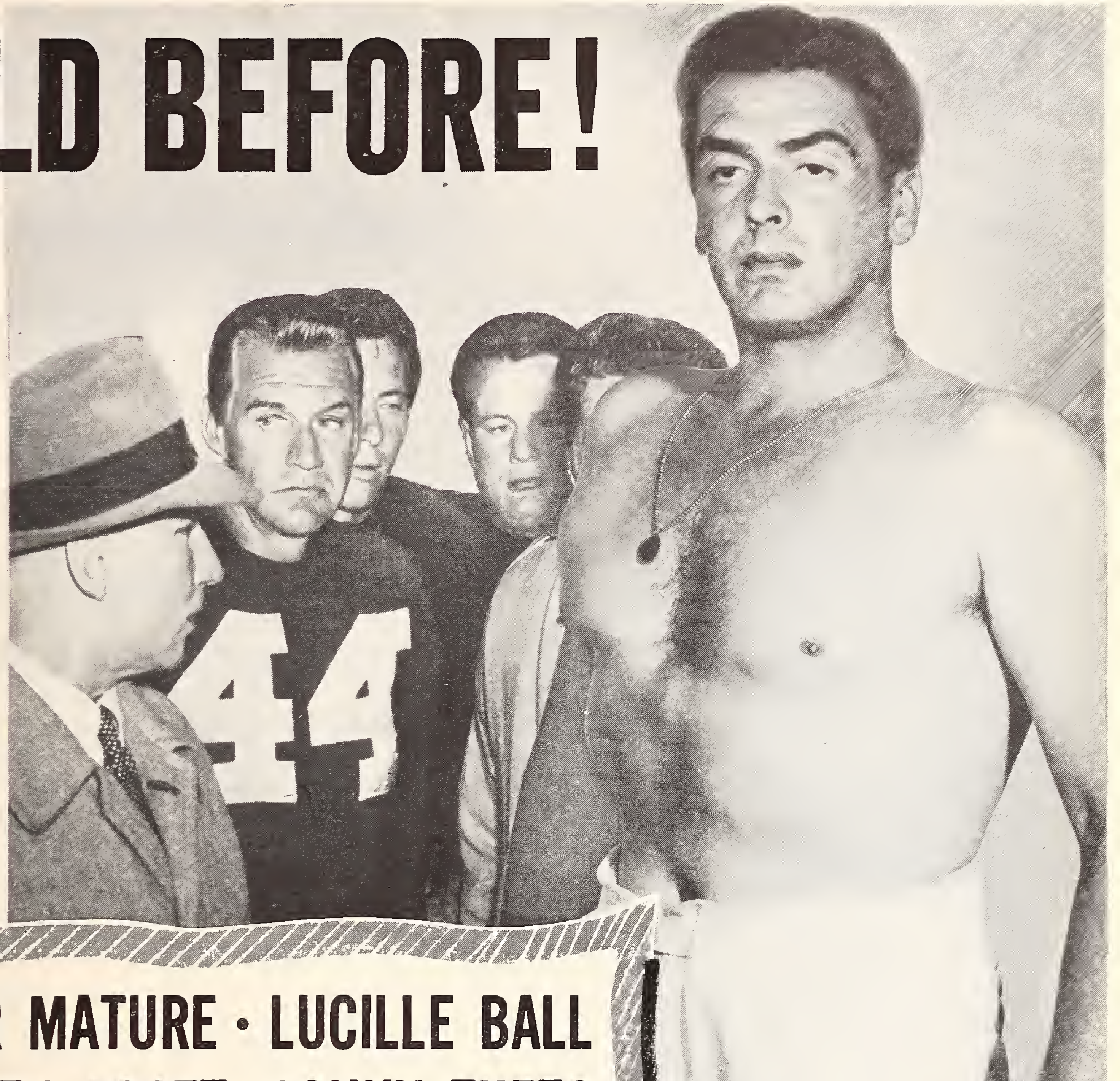

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LIZABETH SCOTT · SONNY TUFTS
LLOYD NOLAN IN

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with **PAUL STEWART · JACK PAAR**
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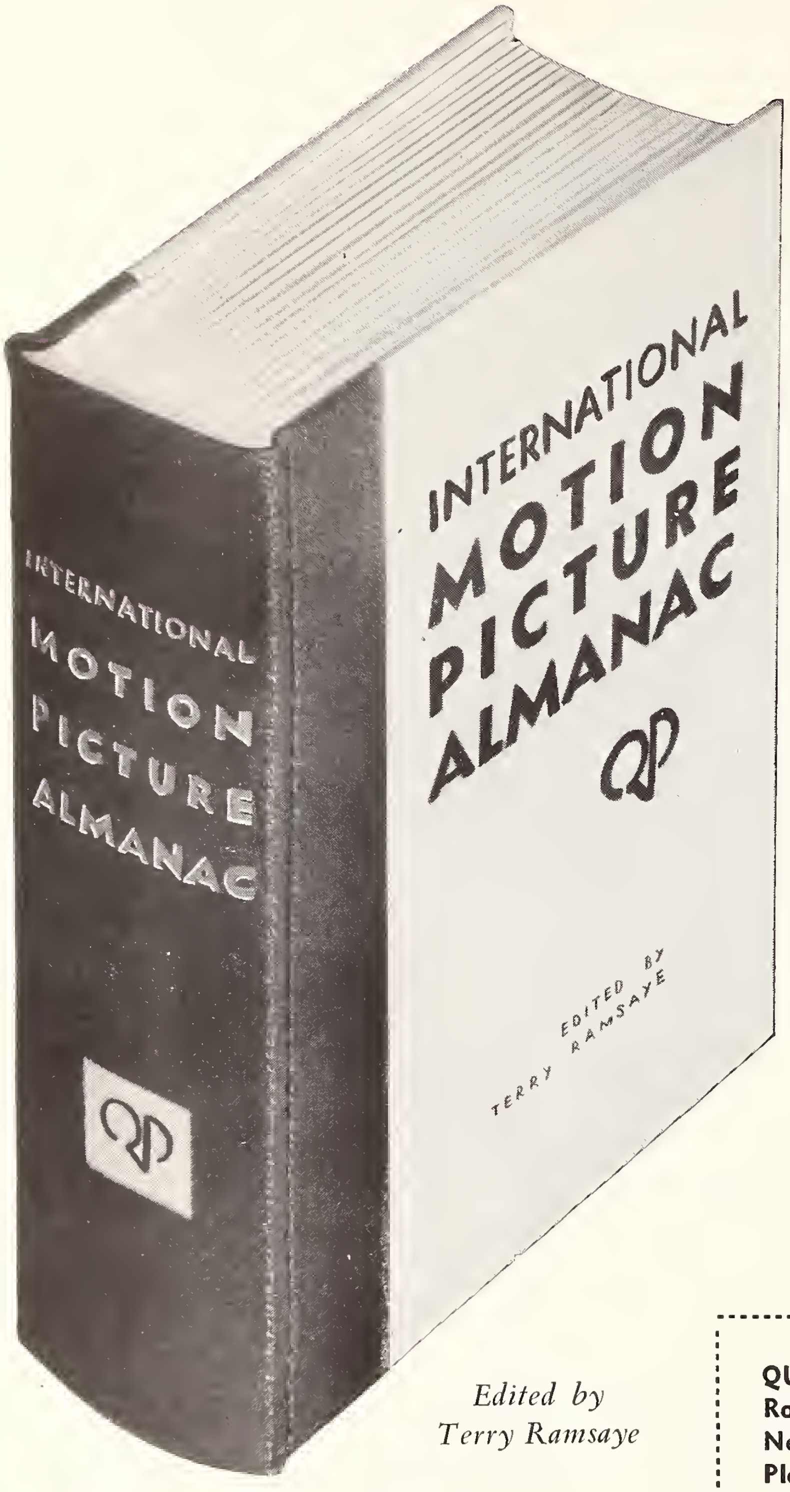
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Accurate Concise and Impartial

VOL. 66. NO. 55 NEW YORK, U.S.A., MONDAY, SEPTEMBER 19, 1949 TEN CENTS

'PR' Finance Plans Await Full Program

Chicago Parley's Theme Was: 'Principles First'

Financing arrangements for the permanent all-industry public relations organization which may be set up after Nov. 1, will be made only after such an organization's program is completely formulated and accepted by the industry at large, it is understood.

Presumably, however, when the conference committee which was formed at Chicago reports after Nov. 1 on the nature and range of a possible permanent organization, it will at the same time include recommendations for a financing approach.

Participants in the Chicago conclave report that while financing came in for no formal discussion there, the general attitude of the 60-odd delegates appeared to be "principles first, money second." This attitude was manifested particularly in the at-

(*Continued on page 3*)

Legion Replies to Goldwyn on Censors

Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency, last night over NBC answered Samuel Goldwyn's remarks about "pressure groups," broadcast earlier over the same "Voices and Events" hookup.

Goldwyn's remarks, which were a condensation of an address made at the Theatre Owners of America convention luncheon in Los Angeles, and reported in MOTION PICTURE DAILY last Thursday, included the observation that the industry is often faced by "pressure from various individuals and groups."

To this, Father Masterson replied: "The National Legion of Decency is

(*Continued on page 2*)

Two-ocean Premiere For 'Task Force'

A special two-ocean premiere of Warner Brothers' new picture about naval aviation, "Task Force," starring Gary Cooper, will be conducted tomorrow by the United States Navy aboard the carriers *USS Midway* in the Atlantic and the *USS Valley*

(*Continued on page 3*)

5 More For Eagle-Lion

HOLLYWOOD, Sept. 18.—Contracts have been made by Eagle-Lion for distribution of five outside independent films, "to be produced in the immediate future," it was announced here by William C. MacMillen, Jr., vice-president in charge of operations.

In addition to the five, a number of other properties submitted by various independent producers are under review for Eagle-Lion by N. Peter Rathvon, film financier. In most cases the screenplays on these are completed and filming could be launched very shortly. A decision will be announced soon.

The agreements already reached with the independent producers, MacMillen said, "assure Eagle-Lion of top product for early 1950 and at the same time greatly ease the company's position as regards product." Two of the

(*Continued on page 3*)

Hatrick Funeral Services Wednesday

Public funeral services for Edgar B. Hatrick, 63, executive vice-president and general manager of News of the Day, will be held Wednesday evening at the Larchmont Avenue Presbyterian Church, Larchmont, N. Y. The newsreel executive died last Thursday in Colorado Springs after an illness of several years.

Private services for the immediate

(*Continued on page 3*)

Extend Deadline in French Arbitration

Deadline for filing with arbitrator Will H. Hays the briefs bearing on the recently-concluded arbitration proceedings over the division of American distributors' earnings in France, has been extended to Sept. 27, at the request of attorneys for some of the eight companies involved. Original deadline was Sept. 15.

Additionally, the deadline for filing of reply briefs was extended from Sept. 29 to Oct. 11.

May Test Bannings On Racial Grounds

ATLANTA, Sept. 18.—A decision which may result in a United States Supreme Court battle to outlaw the banning of motion pictures by censors on racial grounds is seen here in the Carnegie Library Board's unanimous vote to forbid the showing in Atlanta of Film Classics' "Lost Boundaries," a story of members of a Negro family who posed as whites.

Arthur DeBra, of the Motion Picture Association of America, came here from New York to ascertain the attitude of the Library Board, which hear appeals from local censors decisions, and when told that the board had upheld the censor unanimously, declared there was a possibility that the ban would serve as a test case.

N. Y. State Code More Liberal with Standees

ALBANY, N. Y., Sept. 18.—As police here continue the strict enforcement of a recent regulation prohibiting any standees in Albany theatres, the State Labor Department now says the new state building code for places of public assembly permits standing patrons under specified conditions. Albany, however, is one of 17 cities not affected by the code, because it has its own code, approved by a legislative body and enforced by an established bureau. New York, Buffalo, Rochester, Syracuse, Utica, Schenectady, Troy, Yonkers and New Rochelle are among those with their own codes.

The new state code requires aisles to be kept clear and unobstructed, but permits downstairs standees, one to each three square feet, provided the distance between the last row of stan-

(*Continued on page 3*)

Carolina Exhibitors To Meet Oct. 23-24

Charlotte, Sept. 18.—In lieu of an annual convention, the Theatre Owners' Association of North and South Carolina will hold a less formal "get-together" meeting here on Oct. 23-24 in the Hotel Charlotte. Mrs. Walter Griffith, executive-secretary, said the association will not hold an annual convention until Oct., 1950.

Gael Sullivan, executive director of the Theatre Owners of America and Herman Levy, TOA general counsel, will be speakers.

Delayed Filing Of Divorce Decree Likely

Postponement Asked by One or More Defendants

WASHINGTON, Sept. 18.—Justice Department officials said on Friday it is understood that one or more remaining Paramount case defendants have asked for a postponement of the date for filing the proposed decree order and that it would probably be granted.

The request was to postpone the deadline for the government until Oct. 1, and for the defendants until Oct. 20, it was understood. Justice officials indicated that the request would not be opposed, though the delay was believed unnecessary.

If the postponement request is denied, Justice is expected to file its order tomorrow and to ask for a hearing on Sept. 26. If postponement is granted the proposed order probably will be filed late this week and the hearing requested for Oct. 20 or soon after.

SIMPP to Meet on 'P. R.'; Rubin West

Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers, left here at the weekend for the Coast, where the organization is slated to meet shortly, probably this week, on participating in the proposed all-industry public relations project. Theatre Owners of America, Metropolitan Motion Picture Theatres Association, Motion Picture Industry Council and the Independent Theatre Owners Association have voted on the plan so far, in the affirmative.

Ellis G. Arnall, SIMPP president, will not be present at the Coast meeting, as he will attend the Paris conference of UNESCO. He was slated to have left here yesterday.

MPEA Meet Today Rates' Top Priority

WASHINGTON, Sept. 18.—The special Motion Picture Export Association meeting of company presidents and foreign managers which has been called for tomorrow in New York to canvass the general foreign situation and to discuss plans for operations in

(*Continued on page 3*)

Personal Mention

H. M. RICHEY, M-G-M exhibitor relations director, who will return here from the Coast today, will leave tonight for Columbus to attend the ITO of Ohio convention.

•

HENRY A. LINET, Universal-International Eastern advertising manager, and CHARLES SIMONELLI, in charge of national exploitation, returned to New York at the weekend from Atlanta.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising and publicity vice-president, will arrive here from the Coast today.

•

GEORGE SCHAEFER, general sales manager for Stanley Kramer Productions, will leave here today for the Coast.

•

MARION RHODES has returned here from Washington where she set her short, "Jan August and His Piano Magic" first-run at the Playhouse.

•

SYD GROSS, Film Classics advertising-publicity chief, left here by plane for Dallas yesterday.

List Winners at Warner Tourney

Members and guests of the Warner Club attended the club's annual golf tournament at the Westchester Country Club on Friday, with the following winners of the events:

Low gross: Abe Kronenberg, Charles Yates (guest), second; low net: Joe Florio; nearest to pin: Bill Blackford, Andre Baruch, second; longest distance: Leonard Palumbo, Harold Rindler (guest), second.

Argue for Curb on FCC Here Today

Motions by National Broadcasting, American Broadcasting and Columbia Broadcasting for a temporary injunction enjoining the Federal Communications Commission from enforcing its giveaway ban will be argued today before Judge Simon H. Rifkind in U. S. District Court here.

'Gal' Bows in Atlanta

ATLANTA, Sept. 18.—Climaxing several weeks of promotional effort throughout the South, Universal-International's "The Gal Who Took the West" had its premiere at the Paramount Theatre here at the weekend, following a Western parade and the personal appearance of actor Charles Coburn as part of the 450-odd openings scheduled for the picture out of the Atlanta, Charlotte and Memphis exchanges.

Mrs. Thomas L. Walker

HOLLYWOOD, Sept. 18.—Mrs. Thomas L. Walker, wife of Edward Small Productions vice-president, Thomas L. Walker, died Friday at Queen of Angeles Hospital of a stroke. Six children also survive.

2nd Training Course Opens at MGM Today

M-G-M's second executive training course will begin today when six from the field force report to the home office for the opening session of a four-week indoctrination.

William F. Rodgers, distribution vice-president, had planned to welcome the candidates and lunch with them today, but he has been detained in Chicago. Instead, E. M. Saunders, assistant sales manager, will greet them. Following a session with Saunders, the trainees will wind up the day with sales executive Charles M. Reagan. Attending the second course will be "Connie" Carpou, Oklahoma City; William Madden, Boston; C. E. (Pete) Prince, Washington; Max Shabason, Pittsburgh; Woodrow W. Sherrill, Kansas City, and Harold Zeltner, Chicago.

Funeral Services for Charles F. Hynes, 48

MINNEAPOLIS, Sept. 18.—Funeral services were held on Friday at U. S. National Cemetery, Fort Snelling, for Charles Francis Hynes, 48, who died in his sleep Tuesday night at his home here.

Hynes was a veteran in the motion picture trade publication field, having started with *Greater Amusements*, regional in this territory. He became editor of that weekly and later became managing editor of *The Film Daily*, in New York, leaving that post for a similar one on *Motion Picture News*. He later joined MOTION PICTURE DAILY in the same capacity. Hynes returned here from New York several years ago because of illness.

11 in Field to Promote 'Columbus' Openings

Eleven Universal-International field representatives left New York over the weekend to cover a minimum of 23 key city openings of J. Arthur Rank's "Christopher Columbus" on Columbus Day. U-I expects between 150 and 200 Columbus Day dates on the picture, the company states.

Loew's Boosts Duals With Street Floats

Colorful floats, each representing a dual bill scheduled for a Loew's theatre in the neighborhood, are being paraded throughout sections of Greater New York. Drawn by jeeps, the floats depict high points of the films and each is decorated by a group of girl models.

$612,000 Fredman Estate

LONDON, Sept. 18.—Probate of the late Ernest Fredman's will discloses an estate totaling 153,000 pounds (about $612,000). Among the bequests was one of 100 pounds ($400) for Murray Silverstone for the purchase of "a little memento for an old friend."

New Brooklyn First Run

The Momart Theatre in downtown Brooklyn is switching to a first run policy starting Sept. 29. Michael Stamatis will be the managing director.

He Censors Censor, And That's News!

Baltimore, Sept. 18.—Chairman Sydney Traub of the Maryland State Board of Censors has himself become an object of censorship, at the hands of Walter Yienger, Sr., owner of the Watersedge Theatre here.

In a letter to Gov. Lane, Yienger asserted that Traub placed his own name on the State censor seal for "obvious political reasons." Holding that the censor's name is not an authorized feature of the seal, Yienger told the governor the theatre's projectionists have been instructed to eliminate the name of Traub.

Production Spurt Cheered by Kelly

The heavy volume of independent production in Hollywood is "very encouraging," Arthur W. Kelly, executive vice-president of United Artists, declared here at the weekend on his return to the home office after a week on the Coast. Although bank financing still is difficult, independents "all have their pet sources," Kelly said.

He said he had some "unfinished business" with UA producers, such as conversations on title changes, and for that reason made the Coast trip.

Gradwell Sears, president of UA, also a Coast visitor last week, is due back at the home office today.

B'nai B'rith Scroll To NY Variety Club

Will H. Hays, counsellor to the Motion Picture Association of America and its former president, will present the Cinema Lodge B'nai B'rith scroll of welecome to the Variety Club Tent of New York at a meeting at the Hotel Astor here tonight. Saul E. Rogers is Cinema Lodge president, and Max A. Cohen is chief barker of the Variety Club here.

Cohen will be the guest of honor at tonight's session.

Columbia Profit Up; 50c Dividend Is Set

Board of directors of Columbia Pictures on Friday declared a dividend of 50 cents per share on the common stock for the fiscal year ending June 30, 1949, payable on Oct. 14 to stockholders of record on Sept. 30.

Following the meeting the company announced that preliminary figures for the year indicate an improvement in profits over last year.

Chicago LaSalle Stays

CHICAGO, Sept. 18.—Jones Linick and Schaeffer have renewed their lease on the LaSalle Theatre here. The property was recently purchased by the Franciscan Brothers Dominican Order, who plan to raze the theatre for the erection of a Cathedral. House will continue to operate for at least a year.

Newsreel Parade

THE Theatre Owners of America convention in Los Angeles is a highlight in all current newsreels. Other items include the monetary parley, a new rocket ship, and fashions. Complete contents follow:

MOVIETONE NEWS No. 75—New German president, Theodore Heuss; new chancellor, Konrad Alexander. Hapsburg wedding. Secretary of Commerce Sawyer addresses Theatre Owners of America convention. Navy rocket ship. Variety Club festival in Houston. Harvest Moon ball. Boxing.

NEWS OF THE DAY, No. 205—West Germany elects president Heuss. Navy's new rocket ship. Theatre Owners of America convention in Los Angeles. Perfect legs contest. Rough-riding derby. Sky thrillers.

PARAMOUNT NEWS, No. 8—Mercy mission in the Arctic. New German Parliament gets down to business. Theatre owners get together in Los Angeles. World series of dance.

TELENEWS DIGEST, No. 37-B—Washington; new trade program. Ecuador: earthquake area revisited. Queen Juliana tours "New" Holland. Steel industry report. Jimmy Stewart and his bride arrive in Hawaii. African motif in fashions. Germany: amusement park ride.

UNIVERSAL NEWSREEL, No. 283—Monetary parley; nations gather to solve dollar dilemma. Theatre Owners of America convention. New German Chancellor Alexander. Millinery festival. New cargo-loading device. Harvest Moon ball.

WARNER PATHE NEWS, No. 10—Monetary parley. Viking rocket. Theatre Owners of America convention. Smallest horse. Amusement park ride. Harvest Moon ball. Leg contest. Cocktail fashions. Historic American city: Williamsburg, Va.

Legion Replies

(*Continued from page 1*)

not a censorship group. It has no police power.

"The Legion of Decency criticizes entertainment motion pictures exclusively on the basis of Christian standards of morality and decency. It does this in order to discourage the production and exhibition of films which are morally offensive. In so doing, the Legion exercises the God-given right of freedom of expression guaranteed by the Constitution of our country. It will continue to do so."

'Hamlet' Nears Run Of One Year Here

Laurence Olivier's "Hamlet," J. Arthur Rank film being released here by Universal-International, will have its first anniversary at the Park Avenue Theatre here on Sept. 29 and will thus become the first talking picture from England to have a one-year run in New York.

"Hamlet" has played some 350 engagements in the U. S., all on a reserved-seat, two-a-day basis. "It has already accounted for the largest American gross of any British-made film," said U. I.

Exhibitors at Screening

HOLLYWOOD, Sept. 18.—Paramount held a special studio screening Friday of Cecil B. DeMille's "Samson and Delilah" for 100 exhibitors and their wives here for the Theatre Owners of America convention. Later they were luncheon guests of the company at the commissary.

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'PR' Finance Plans

(Continued from page 1)

nosphere of enthusiasm which marked the two-day session, observers stated.

Each of the 10 industry groups represented at Chicago, are to advise the "P. R." conference committee by Nov. 1 in writing of its approval or disapproval of actions taken at the parley. The conference committee itself is composed of one representative of each constituent group. The industry will proceed with the establishment of a permanent organization on or after Nov. 1, provided the Chicago decisions are unanimously approved by each group, and plans for the permanent organization thereafter will be submitted to the constituent organizations for ratification.

Four of the nine primary conference groups already have approved the establishment of a permanent organization. Canada, a 10th group, also will act on the plan.

N. Y. State Code

(Continued from page 1)

dees and the rear wall is seven feet. As many as four rows can stand, if the seven-foot clearance is maintained.

The old state code prohibited lobby standees, but the new one apparently permits lobby standees in structures built after last May 1. A lobby is defined as "an enclosed area or space directly accessible from the main entrance or main entrance vestibule." The new code also allows standees "in waiting space—one to each three square feet of floor space, other than standing room, occupied by persons admitted to places of public assembly at times when seats are not available to them."

Hatrick Services

(Continued from page 1)

family of the deceased will be held Thursday morning. Burial will follow at Ferncliff Cemetery, Westchester County.

Hatrick, Pennsylvania-born and associated with News of the Day for more than 20 years, was the father-in-law of film star James Stewart. He was in general charge of the motion picture interests of publisher William Randolph Hearst.

A pioneer in the newsreel and silent-film serial fields, Hatrick, who had been assigned to organize the photographic departments of the Hearst papers into a world-wide picture syndicate service, cast about in 1911 for possibilities of covering the news in motion pictures. He made independently a one-reel news picture of the inauguration of Woodrow Wilson at Washington, March 4, 1913. It was distributed by arrangement with Harry Warner.

During the first World War while serving in the U. S. and France under U. S. Information Service chief George Creel, Hatrick assembled what was considered to be the first comprehensive documentary films of that conflict.

Besides his daughter, Mrs. Stewart, he leaves a widow, a son, another daughter, and two sisters.

AVAILABLE
FOR STATE RIGHTS—
FRANCHISE—DISTRIBUTION
New* JAN AUGUST *Short
Now playing long run, Astor Theater,
N. Y., with "Lost Boundaries."
Command Performance
Room 610—112 W. 42nd St., N. Y.

'Task Force' Premiere

(Continued from page 1)

Forge in the Pacific, at the invitation of Secretary of the Navy Francis P. Matthews. The premieres, before audiences of government officials, publishers, editors and business executives, will be the feature of an all-day demonstration of naval aviation operations at sea.

Secretary Matthews and New York's Mayor William O'Dwyer will head the list of notables aboard the *Midway.* under command of Capt. Beakley.

Five Years in the Making

The picture, conceived by Warners in 1944, was five years in the making, and tells the story of naval aviation from its beginnings. It includes official Navy footage never before released to the public, as well as historic films of early naval aviation experiments aboard the Langley. Modern scenes in the film, showing America's present-day "Task Force," will be duplicated by actual operations aboard the *Midway* and in the air as part of the premiere activities.

On the Pacific Coast, simultaneously, the *Valley Forge* will depart from Long Beach, Cal., with Under-Secretary of the Navy Dan Kimball heading the guest list. Kimball is to present to Jack L. Warner, WB vice-president, the Navy Distinguished Service Award for "Task Force" and other Warner films devoted to the story of the defenses of the United States. Gov. Earl Warren of California will witness the presentation.

To Mail 8-Page Brochure

Among the features of the sea-going premiere will be the setting up of a special post office on board the *Midway,* from which an eight-page educational brochure and poster will be mailed. The brouchure includes official U. S. Navy photographs on the aircraft carrier in American naval aviation, as well as scenes from the production. Distribution is one of the most extensive ever accorded any of Warner's public service aids, and will reach millions of readers in thousands of schools, colleges, libraries, clubs, civic and community groups from Coast to Coast.

The Navy is also distributing thousands of one-sheets featuring a five-color photograph of Gary Cooper in Navy uniform with a legend, "Join the Peace Time Task Force." Also, special poster copies of this one-sheet are being distributed for display in thousands of windows over the country. Special newsreel presentation of the first poster printed, presented to Cooper by a Navy enlisted man, is featured in a current issue of Warner Pathe News. The Navy is also issuing a special Gary Cooper-Task Force trailer for distribution by Navy public relations officers.

MPEA Meeting

(Continued from page 1)

Germany after Jan. 1 was viewed here as particularly significant in view of the large number of invitations sent out, the recent negotiations here between the industry and the Economic Cooperation Administration, and Eric A. Johnston's approaching trip to Europe. The MPEA chief will leave tomorrow night or Tuesday on a six-week tour for the ECA.

Johnston will be accompanied by John McCarthy, head of the international division of the Motion Picture Association of America.

He has indicated that while his ECA work may keep him from having many film talks in the various capitals he visits, McCarthy will be covering much the same ground and will be dealing exclusively with film matters. Johnston's mission is to survey how well Europeans are being informed about Marshall Plan operations.

Edward T. Cheyfitz, special assistant to Johnston, will leave for Europe at a later date to join Johnston. Presumably his departure will be delayed until some more work is done on an industry-wide "united front" on theatre television. Johnston arrived in the capital Friday, having flown back from the TOA convention in Los Angeles with Defense Secretary Louis Johnson.

Zanuck to Pitch In On 'Pinky' Campaign

Twentieth Century-Fox production vice-president Darryl F. Zanuck, who is scheduled to arrive here by plane from Europe this morning, will aid in planning for the world premiere of his production, "Pinky," at the New York Rivoli Theatre on Sept. 29, the company reported at the weekend.

During the four days he will remain here, Zanuck will confer with 20th-Fox president Spyros P. Skouras.

Lewicki Joins NSS

SAN FRANCISCO, Sept. 18.—Henry Lewicki, former manager of the Variety Club of Northern California, has been appointed to the sales staff of National Screen Service here.

5 for Eagle-Lion

(Continued from page 1)

five will be made abroad. All will be wholly or partly financed by the individual producers, and all will go into production before the end of the year.

Included in the five are: "Sunken Treasure," to be produced in color by James S. Burkett, with filming to start next month for release early in 1950; "The Monster," also to be produced by Burkett, to be made in England, with shooting to start in December to meet an early April release date; two films will be produced by the new Ventura Pictures, headed by Frank Melford and John Rawlins, their first to be "The Boy from Indiana," while the second, as yet untitled, will go before the cameras in December for release early in 1950. "The Bone Is Pointed" will be filmed in Australia by Howard C. Brown Productions, and is scheduled for release next March.

MacMillen emphasized that no decision has been reached regarding the closing of Eagle-Lion's studios. At the same time he denied that anyone is under consideration to take over the executive production post at Eagle-Lion. Reports that the Dupont interests are in any way interested in Eagle-Lion were dismissed as "absolutely without foundation," said E-L.

"The over-all product situation in regard to Eagle-Lion has been most vastly improved," MacMillen stated.

the nation's most *distinguished* flight

UNITED
MAINLINER 300
"the Hollywood"

"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood,*" and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 11 a. m. (E. S. T.) and arrives in Los Angeles at 6:55 p. m. Only one stop en route—at Chicago. Other onestop DC-6 Mainliner 300 flights at 4 p. m. and 9 p. m. (E. S. T.).

UNITED AIR LINES

NEVER ANYTHING LIKE IT IN SHOW BUSINESS

Jolson Sings Again has broken every weekly attendance record, and every money record, in every theater it has played.

To date that means:

SPRINGFIELD (Mass.) . Biggest **FIRST** week in history of Bijou
BALTIMORE . . . . Biggest **FIRST** week in history of Hippodrome
CHICAGO . . . . . . Biggest **TWO** weeks in history of Woods
NEW YORK . . . . Biggest **FOUR** weeks in history of Loew's State

For latest news on the continuing unprecedented performance of this Columbia picture check any of the above situations.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 56 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 20, 1949 TEN CENTS

US to Submit Divorcement Decree Today

Companies Will Ask Hearing on Oct. 20

WASHINGTON, Sept. 19.—Justice Department officials said today they now plan to file their proposed judgment against the remaining Paramount case defendants tomorrow in New York Federal Court.

The government will ask that a hearing on its proposal be held on Sept. 26.

(In New York, film company attorneys disclosed that they will ask that the hearings be held on Oct. 20 to allow them adequate time for answering the government's recommendations).

Justice Department spokesmen said that it is their understanding that the defendant companies will ask a later date for the hearing and this probably will be granted, in which case the Sept. 26 date would be set back.

The government's proposals definitely will be filed tomorrow, it was said.

TOA Topics Before KMTA Meet Today

KANSAS CITY, Sept. 19.—National, regional and local exchange area exhibitors will bring to the Kansas-Missouri Theatre Association convention here tomorrow and Wednesday, reports, ideas, and suggestions gleaned from last week's Theatre Owners of

(*Continued on page* 4)

Schary Says Code Needs No Revising

Hollywood, Sept. 19.—The industry's Production Code is entirely adequate and needs no revision, Dore Schary said today in rebuttal to Samuel Goldwyn's recent assertion that the code needs to be brought up to date.

"The Code is constantly being brought up to date and revised," the M-G-M production vice - president said. "Critics of the Code had better look at the pictures made in the pre-Code era. Our pictures are not inhibited by censorship but by our own creative talent," Schary said.

Trade Calm On Currency

Home offices for the most part took the news of currency devaluation by Great Britain and 13 other sterling area nations, with the prospect that France and other nations will join in the move soon, with interest or calm concern, but without excitement.

Accustomed to bad news from abroad, industry headquarters here appeared to assay devaluation as by no means the worst that's been received. Some even viewed it as inevitable, realistic and, while perhaps costly to the industry at the outset, good for the nations concerned in the long run and, therefore, good for the industry.

If devaluation stimulates business, as it is intended to do, then all agree it will be helpful. Improved economic conditions for the nations concerned,

(*Continued on page* 5)

Cinema Lodge Host To Variety Club

Leaders from the entertainment industry gathered at the Hotel Astor here last night as New York's Cinema Lodge of B'nai B'rith welcomed the new Variety Club Tent of New York to the fraternal community of the city. Will H. Hays, counsellor and past president of the Motion Picture Association of America, presented the Cinema Lodge scroll of welcome to Max A. Cohen, chief barker of the New York Tent in ceremonies pre-

(*Continued on page* 4)

AIM TO ELIMINATE REMITTANCE CURBS

DevaluationShakes British Trade; See Film Base Cost Up

LONDON, Sept. 19.—Although the British generally accepted Chancellor of the Exchequer Sir Stafford Cripps' frequent and vehement declarations that he would never agree to devaluation of the pound, American film interests being previously assured that devaluation was certain had largely discounted the effect of yesterday's announcement.

British producers and distributors are particularly disturbed over the prospect of an added sterling cost in excess of

(*Continued on page* 5)

South Africa Poses New Fiscal Problem

As sterling area countries followed virtually en masse Britain's lead in devaluing the pound, U. S. distribution executives yesterday were concerned about prospects in South Africa where 50 per cent of American film companies' earnings (based on 1947 figures) are blocked by govern-

(*Continued on page* 5)

Sterling Cuts May Spark Move to Free Earnings; Initial Loss Is $900,000

Devaluation by approximately 30 per cent of the British pound sterling and the currencies of numerous other countries in all likelihood will touch off an all-out U. S. film industry effort to eliminate restrictions on sales and remittances of earnings abroad, according to highly-placed executives here.

Asserting that slashing of the pound was more severe than expected, film spokesmen held that the devaluation measure would not be so difficult to take if it were coupled with a free currency exchange between the U. S. and the foreign countries involved. The feeling generally expressed here was that the devaluation "should lead us to a joint push" for removal of the limitations on dollar convertibility of earnings abroad.

For the most part, the currency

(*Continued on page* 5)

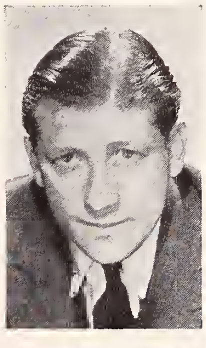
To Press for More ECA German Funds

Planning for competitive operations in Germany on Jan. 1 continued here yesterday at a meeting of the executive board and representative directors of the Motion Picture Export Association but the extent to which the Economic Cooperation Administration will reimburse the film companies for their expenses there has yet to be de-

(*Continued on page* 5)

Anti-Quota Feelings Are On the Rise Abroad: Dietz

There is a growing sentiment among the people of France and England that quota restrictions on U. S. films are not necessarily conducive to the prosperity of their national industries, Howard Dietz, M-G-M advertising-publicity vice-president, asserted here yesterday. Dietz, who has just returned from approximately three months abroad, said there otherwise was "not much of a notable change in the film scene of Europe as of before last summer."



Howard Dietz

Dietz declared that it has taken a little time for the people to recognize that there is a difference between ordinary commercial tariffs and those on films which become a restriction on ideas.

"World understanding is still a most necessary thing, and films, though sometimes incompletely representative, do for the most part convey a picture of national habits," Dietz said. "It is important," he continued, "that the French and English understand America as much as the other way round.

"It is old stuff to emphasize that we place no duty on foreign films in the way of quotas but it is new stuff to say that the people of foreign countries are growing a sentiment similar to ours on this subject," Dietz concluded.

ECA, MPEA Extend German Agreement

Washington, Sept. 19.—The Economic Cooperation Administration and the Motion Picture Export Association have extended to Sept. 30 their contract covering the partial convertibility of film earnings in Germany. The pact had expired in August.

Thus the unused part of the $457,000 which was guaranteed the MPEA under the old contract will now be distributed to cover operations in August and September.

Personal Mention

DAVID O. SELZNICK arrived here yesterday from the Coast and will leave Thursday for Europe.

•

MARGUERITE SPINO, contract supervisor for GEORGE J. SCHAEFER, has been released from Knickerbocker Hospital here and is recuperating at home from a fractured wrist.

•

MAURICE A. BERGMAN, Universal-International's public relations executive, has returned to New York from California.

•

BERNARD KREISLER, who has been surveying film conditions in Europe, will sail for New York aboard the *Ile de France* on Oct. 4.

•

GRADWELL SEARS, president of United Artists, returned to the home office yesterday after a week's visit on the Coast.

•

JOSEPH BERNHARD, Film Classics president, is in Hollywood from New York.

Actor Frank Morgan Dies Suddenly, 59

HOLLYWOOD, Sept. 19.—Frank Morgan, screen character actor for more than 17 years, died in his sleep yesterday at his Beverly Hills home. He was 59, and was born in New York City as Francis Philip Wupperman.

Services will be held tomorrow at the All Saints Protestant Episcopal Church, Beverly Hills, with burial at the Green-Wood Cemetery, Brooklyn.

His first film was made for Paramount at their Astoria, Queens, studio in New York. Morgan first came to Hollywood in 1932, appearing in from six to eight pictures each year. Current releases in which he appears are "The Great Sinner," "Any Number Can Play" and "The Stratton Story." Still unreleased are "Keys to the City" and "Annie Get Your Gun." He is survived by the widow, Alma; his brother, Ralph; a son, George, and two sisters, Mrs. Josephine Langdon and Mrs. Zoyla Cook.

Two Film Workers 'Noronic' Casualties

CLEVELAND, Sept. 19.—Genevieve Akers, secretary to 20th-Fox branch manager I. J. Schmertz, was officially identified as one of the *S.S. Noronic* passengers who died when the cruise vessel was destroyed by fire in Toronto harbor Friday. Among the missing is her sister, Ruth, not affiliated with the film industry, and Rose Weitz, United Artists head booker here.

Frank Ford, 52

CHICAGO, Sept. 19.—Frank Ford, 52, operator of the Sterling Theatre, Sterling, Ill., died suddenly at his home today. The widow, a brother, Mike, M-G-M city salesman here, and five sisters survive. Burial services will be held Wednesday.

30 Productions on Better Citizenship

Production on a series of 30 pictures, "designed to encourage more active citizenship among God-fearing people of this country," will begin shortly in Hollywood. This was announced by Rev. James Keller, founder and director of The Christophers. The project will be carried out by leading Hollywood talent. It was suggested by Leo McCarey. The cost of each film will be about $30,000, and each will run about half an hour. McCarey will direct the first.

Following the ideas of the Christopher movement, initiated by Father Keller, a Maryknoll priest, four years ago, each film will purport to show how average individuals can make their influence for good be felt in fields of government, education, labor-management and communications (radio, television, motion pictures, writing, publishing, etc.)

Among the stars who have offered their services free for the first subject are Bob Hope, Spencer Tracy, Loretta Young, Rosalind Russell, Jack Benny, Irene Dunne, Jimmy Durante and Jeanne Crain. Script writers Eugene Ling and Dick Breen are nearing completion of the first screenplay, production of which will begin within two months at an independent studio.

The series as a whole will be based on "You Can Change the World," a recent book written by Father Keller, and a new book by him, "Three Minutes a Day," which Doubleday will publish on Oct. 3

"Although the Christophers is under Catholic auspices, many Protestants and Jews are among its supporters," it was said.

Temporary Curb on FCC Won by Nets

The path was cleared yesterday for giveaways to continue on network programs until the authority of the Federal Communications Commission is determined in court. Judge Simon H. Rifkind in U. S. District Court granted the motion of National Broadcasting, American Broadcasting and Columbia Broadcasting for a temporary injunction restraining the FCC from enforcing its edict against the "jackpot" shows, pending the determination of actions by the three networks.

Thompson to Aid Travelers' Drive

Major L. E. Thompson of Radio-Keith-Orpheum is chairman of the motion picture division for the 1949 drive of the Travelers Aid Society of New York. The campaign, now in progress, has a goal of $350,000.

Award for Goldwyn

HOLLYWOOD, Sept. 19.—Samuel Goldwyn today received a certificate from the International Film Festival, Locarno, Switzerland, awarding a special prize for "Enchantment" as the "best interpretation of a given film subject."

Delay Decision on Extension for RKO

Washington, Sept. 19.—Justice Department attorneys indicated it might be some time before RKO gets an answer on its request for an extension of the deadline for carrying out divorcement. Assistant Attorney General Herbert A. Bergson, who as anti-trust chief would normally make the decision, will leave today for the West Coast and will not return before Oct. 1. It is possible that one of his assistants may make the decision and clear it with him by phone, but it is more likely that the matter will be held up until his return.

'Task Force' Premiere On Two Oceans Today

The *USS Midway* was to put to sea this morning with Secretary of the Navy Francis P. Matthews playing host to government officials, publishers, editors and business executives who went aboard at Gravesend Bay, New York, for the premiere of "Task Force," new Warner picture of naval aviation starring Gary Cooper.

There is to be a simultaneous premiere of the film in Pacific waters off California aboard the *USS Valley Forge,* at which the Navy Distinguished Public Service Award will be presented to Jack L. Warner, WB vice-president.

Brewer Again Heads AFL Film Council

HOLLYWOOD, Sept. 19.—Roy M. Brewer was re-elected chairman of the Hollywood AFL Film Council without opposition at the annual election today. Also re-elected unanimously were: Ralph Clare, vice-chairman; Lou Helm, secretary-treasurer; Edwin Hill, James Noblitt and Pat Somerset, board trustees. James Eddy declined renomination to the post of recording secretary; Jack Lyons was elected to the office. The council represents more than 20,000 studio employees.

Carmichael Is Para. L.A. Sales Manager

Ralph Carmichael has joined Paramount's Los Angeles branch as sales manager under branch manager A. R. Taylor. He was with M-G-M as Los Angeles sales manager for many years, and more recently was branch manager for Republic in San Francisco, Paramount reports.

Lippert Acquires 3 Exchange Franchises

Robert L. Lippert, president of Lippert Productions, has consummated a deal with Albert Dezel of Dezel Productions, Detroit, under which he will acquire, as of Oct. 16, the three Screen Guild franchise exchanges in Detroit, Cleveland and Cincinnati.

Chicago 'P. R.' Plan Approved by SIMPP

HOLLYWOOD, Sept. 19.—The Society of Independent Motion Picture Producers at the weekend approved the Chicago public relations plan and the SIMPP's participation in the continuing program. A representative and alternate of the organization will be appointed later to the "PR" Conference Committee.

The organization also heard reports on recent meetings with ECA officials in Washington on the German distribution situation. No action was taken on this or any other foreign film matters.

Cantor Gets Another Million for the UJA

Receiving more than $1,000,000 in checks at a luncheon yesterday at the Commodore Hotel here, Eddie Cantor brought to $2,800,000 the total he has collected thus far in a "Paul Revere" tour to arouse the Jewish communities of the United States to the dollar crisis confronting the United Jewish Appeal.

Al Jolson will make a special radio appearance tonight on the UJA show, which will be heard at ten P.M. over station WJZ and the ABC network. Fredric March will be featured in the broadcast, to be presented in connection with the Jewish New Year, the observance of which begins Friday night.

UJA Luncheon Today

Robert M. Weitman, Paramount Theatres executive, will be among the speakers at the United Jewish Appeal luncheon to be held today at the Hotel Astor to launch the campaign for the 16th annual "Night of Stars," UJA benefit to be held at Madison Square Garden on Nov. 14.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
BING CROSBY · ANN BLYTH
BARRY FITZGERALD · HUME CRONYN
in
Top O' the Morning
PARAMOUNT
In Person
CARMEN CAVALLARO AND HIS ORCHESTRA
plus GARY MORTON
THE VANDERBILT BOYS
Extra
THE DE MARCO SISTERS

JOHN WAYNE
"THE FIGHTING KENTUCKIAN"
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

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THE WHOLE INDUSTRY KNOWS

A HIT Has Been Delivered

because:

SENSATIONAL PRE-RELEASE RESULTS range from better than 1949 leaders like "Paleface," "Whispering Smith" and "Sorrowful Jones" to figures topping peak-era 1946 leaders like "Two Years Before The Mast" and "Blue Skies."

LANCASTER AND CALVET ARE DYNAMITE TEAM—with America completely Calvet-conscious as she finishes a whirlwind coast-to-coast tour, guest-stars on top radio shows heard by millions ...and gets a terrific national magazine build-up.

NOW IT GOES INTO GENERAL RELEASE arming exhibitors with positive proof that one of the year's outstanding pieces of boxoffice merchandise is

BURT **LANCASTER** · PAUL **HENREID** · CLAUDE **RAINS** · PETER **LORRE**

in

A HAL WALLIS Production

'Rope of Sand'

with SAM JAFFE and introducing

CORINNE CALVET

Directed by WILLIAM DIETERLE

Story and Screenplay by Walter Doniger · Additional Dialogue by John Paxton

"Rope" New Profits in **PARAMOUNT'S Gold Rush of '49**

SEC Reports on 10 Companies' Returns

WASHINGTON, Sept. 19.—Net sales of 10 film companies were up slightly in 1947 over 1946, but operating profit and net profit both before and after income taxes were down sharply, the Securities and Exchange Commission reported here today.

The 10 covered by the report are Columbia, Loew's, Monogram, Paramount, RKO, Republic, 20th Century-Fox, Universal, Walt Disney Productions and Warner Brothers.

For 1947, the companies reported net sales and operating revenue of $983,642,000, compared to $973,000,000 in the previous year. However, operating profit dropped from $207,138,000 to $143,772,000, net profit before income taxes dropped from $212,512,000 to $147,421,000, and net profit after taxes dropped from $122,143,000 to $88,148,000.

In 1947, net profit after income taxes was only 9.0 per cent of total sales, in 1946 it was 12.6 per cent.

Nine companies—Fox did not report a separate figure for this item—said they spent $175,767,000 on selling, general and administrative expenses in 1947—22 per cent of the total revenue —compared with $161,695,000 or 20.7 per cent in 1946.

Earned surplus increased steadily—from $251,208,000 at the beginning of 1946 to $313,454,000 at the end of 1946 to $344,276,000 at the end of 1947.

Dividends charged to earned surplus totaled $50,097,000 in 1947, compared to $51,930,000 in 1946. Capital surplus was up slightly at the end of the two years—$137,988,000 at the end of 1947, compared to $132,371,000 at the end of 1946, and $134,974,000 at the end of 1945.

Net worth at the beginning of 1947 for the 10 companies was $611,576,000, compared with $529,942,000 at the beginning of 1946. Net profit before and after income taxes, expressed as a percentage of net worth, was 24.1 per cent and 14.4 per cent, respectively, in 1947, compared to 40.1 per cent and 23.0 per cent in 1946.

Republic's figures for 1946 were for a 48-week period from Nov. 27, 1945, to Oct. 26, 1946.

RKO Gets Loew House

RKO Theatres, Inc., has reached an agreement with Loew's to acquire its interest in the RKO Orpheum Theatre in Denver, it was disclosed here.

Form Production Unit

HOLLYWOOD, Sept. 19.—Formation of a new company, Motion Pictures, Inc., was announced today by Peter Scully, producer, and William Castle, director. Scully is president.

DU-ART...
A GOOD NAME TO REMEMBER FOR LABORATORY WORK · 16 mm, 35 mm

A complete service for distributors of foreign pictures. Dupe negatives, dialogue titles, art work.

DU-ART FILM LABORATORIES, Inc.
245 WEST 55th ST. • CO. 5-5584

Reviews

"Love Happy"

(Artists Alliance—United Artists)

THE Marx Brothers are on display in this screwball comedy tailored to their particular, and peculiar, brand of fun-making. Groucho plays a master detective, for the most part delivering the narrative and popping into the crazy-quilt toward its finish. Chico, with his accustomed Italian dialect, is at the piano and in some of the action. But it is the silent Harpo around whom most of the fantastic goings-on swing.

It is always an obviously predetermined factor in a Marx Brothers vehicle that the audience must be ready bait for their shenanigans. Those who are numbered among the Marx fans will find "Love Happy" amusing in a mild fashion. Briefly, it deals with the theft, after eight apparently required marriages, of a million-dollar diamond necklace once owned by the Romanoffs. Ilona Massey managed to smuggle it to America from Europe in a can of sardines identifiable by a Maltese cross painted on the tin. She and her crew of strong-armed assistants are innocently thwarted by Harpo, the happy and irresponsible clown whose prime responsibility is to gather up food, honestly and otherwise, for a troupe of struggling young players in the throes of staging a musical under the generalship of Paul Valentine. Harpo gets the vital can without knowledge of what subsequently is to hit him. The harum-scarum yarn, which alternately holds together and alternately falls apart, then settles down to a lengthy contest between the haves and the have-nots.

This allows the introduction of a number of gags typically Marxian, without relation to Karl. Some of them are outlandishly and nonsensically funny and some are labored. The principal piece of business finds Harpo using the jewels to draw violence from Vera-Ellen and chasing across rooftops and among the electric signs of Times Square with the villains in pursuit.

Exhibitors who are skeptical about advertising in motion pictures have to be told that nothing within memory resembles "Love Happy" in this respect. The script finds Harpo performing before and on electric displays advertising Babe Ruth Candy, General Electric bulbs, Fisk Tires, Wheaties, Mobiloil and Mobilgas, Bulova Watches and Kool Cigarettes. Most of these are flashes although long enough sustained for anyone to decipher them with the greatest of ease. Two complete sequences revolve around the Bulova and Kool displays.

Since there is an incipient musical show in the background, the device also is at hand to introduce songs by Ann Ronell and dance routines, including a Sadie Thompson-type number in which Vera-Ellen's front and rear muscular reflexes get pretty much out of control. It's enough to send the eyebrows up.

Lester Cowan produced in association with Mary Pickford, basing this enterprise on a story by Harpo and a script by Frank Tashlin and Mac Benoff. The cast includes Marion Hutton, who does one musical number in the Betty Hutton style, and Eric Blore. David Miller directed.

Running time, 91 minutes. General audience classification. Release date, Aug. 5.

RED KANN

"Oh, You Beautiful Doll"

(Twentieth Century-Fox)

PRODUCER George Jessel has turned fondly to the life of Fred Fisher, Tin Pan Alley composer whose turn-of-the-century songs are still perennial favorites, for the filming of another colorful and exuberant musical biography. The mixture is as before, which means humor, sentiment, and gentle obeisance to the past, all presented in lush Technicolor settings. June Haver and Mark Stevens take the romantic leads, with others in the cast including S. Z. (Cuddles) Sakall as Fisher and Charlotte Greenwood as his wife. Like other films in this category, the story substance is thin and romanticized, but pictures of this sort have always proven their popularity at the box-office, and there is every reason to be assured that this will do likewise.

According to the screenplay by Albert and Arthur Lewis, Fisher was actually a struggling classical composer by the name of Alfred Breitenbach until one day he ran into an energetic "song-plugger," and presto, things happened fast. The song-plugger, Stevens, put a popular lilt into the classical arias, and soon Fisher's songs were on the lips of the nation. So contemptuous was Breitenbach of the popular tunes, however, that he took concealment in the pseudonym of Fisher. The romance between Stevens and Miss Haver (Fisher's daughter) with its slight ups and downs, caused mostly by another woman, Gale Robbins, fills out the story till the happy conclusion is reached.

Performances are satisfactory all the way under John M. Stahl's direction. The production numbers always give a zestful bounce to the proceedings and the songs provide tuneful interludes. Among them are "Peg O' My Heart," "Come Josephine in My Flying Machine," and "I Want You to Want Me."

Running time, 93 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

FP - C Circuit Heads And Managers Meet

BUFFALO, Sept. 19.—A one-day convention of Famous Players' Theatre managers was held across the border in Hamilton today. Managers from all parts of the Niagara Peninsula and Southwestern Ontario attended, together with Eastern Canada executives. J. J. Fitzgibbons, president, addressed the convention. Morris Stein, general manager in Eastern Canada, headed the executive group, which included Dan Krendel, supervisor for Western Ontario; Jack Arthur, supervisor for Northern Ontario; James R. Nairn, director of advertising-publicity; Bob Eves, supervisor of Toronto suburban theatres. James McDonough, manager of the Tivoli in Hamilton, and his staff were hosts.

Cinema Lodge Host

(Continued from page 1)

sided over by Saul E. Rogers, Cinema Lodge president.

Letters and telegrams of welcome were read from Governor Thomas E. Dewey, Mayor William O'Dwyer and Spyros Skouras. Dewey recalled the work done by Variety Clubs throughout the country.

Among those invited to the dais were: Sylvia Sidney, John Loder, Mrs. Percy Moore, representing the Episcopal Actors Guild; William Morris, Jr., representing the Jewish Theatrical Guild; Gene Buck, Catholic Actors Guild; Budd Collyer, AFRA; Noble Sissle, Negro Actors Guild; Billy Lyons, American Guild of Variety Artists; Rabbi Bernard Birstein of the Actors Temple.

Also, Vincent Impelliteri, president of the City Council; James Sauter, A. W. Schwalberg, E. K. (Ted) O'Shea, Tom Connors, Martin Quigley, Abel Green, Harry Brandt, Samuel Rinzler, Leonard Goldenson, Leo Brecher, Rabbi Ralph Silverstein and S. Arthur Glixon.

Entertainment and a reception at the Variety Club's newly-completed clubrooms followed the meeting.

KMTA Meets Today

(Continued from page 1)

America Los Angeles meet, which might be applied to trade conditions in the Midwest.

The Kansas-Missouri meet, to be held in the Hotel Muehlebach, will have as guest speakers, Gael Sullivan of the TOA, Louis A. Novins, assistant to Barney Balaban of Paramount; Sam Shane, 20th-Fox public relations head; Thomas James and Paul Kreuger, St. Louis; Bob Livingston of Lincoln; Patrick McGee, Denver, and others.

The convention was preceded by the traditional golf tournament today, at Santa Fe Hills Golf Club, with a buffet dinner held this evening.

Joseph I. Breen, PCA Administrator, will be the top speaker at the banquet Wednesday evening. He came to Kansas City to be chief speaker at a Chamber of Commerce luncheon on Wednesday, when the film industry of the area will be honored. Elmer Bills, president of the Kansas-Missouri association, will preside at the convention. He and J. A. Beecker, secretary, and other officers attended the TOA Coast meet.

Sen. Langer Moves For Industry Probe

WASHINGTON, Sept. 19.—Sen. William R. Langer, North Dakota Republican, today introduced a resolution in the Senate calling for an investigation of the motion picture industry, and the use of Marshall Plan funds for film companies.

He said he particularly wanted to probe the way "the motion picture industry has looted its stockholders" of huge sums "by hiring useless employes to pay off political debts" and "by stock manipulations." He refused to be more specific or to name names. He said he also wanted to know what the industry is doing with Marshall Plan funds—presumably referring to the convertibility guaranty which the industry gets for costs of sending films to Germany.

Langer repeatedly evaded questions as to what particular acts of stock market manipulation he had in mind or exactly which employes had been hired to "pay off political debts."

Remittance Curbs

(*Continued from page* 1)

cuts apparently are not too severe in immediate effect on the present rate of dollar income from abroad since the majority of deals with foreign governments provide for the remittance of a specified amount of dollars.

In England, for example, the US-UK film agreement provides that the companies may remit $17,000,000 annually plus the dollar equivalent of earnings of British films in the U. S. The devaluation means that a greater amount of pounds will be required to meet that figure, but does not mean any change in the actual remittances.

It is understood that the same holds for most other countries which have devalued and which have monetary restrictions.

Five Affected At Once

Five "sterling" nations presently permit free remittance of earnings and here the companies are immediately affected by the devaluation measure. India, Singapore, Malaya, New Zealand and Trinidad yield in the neighborhood of $3,000,000 annually to U. S. companies, with no restrictions. The approximate 30 per cent valuation reduction of their currencies has as an automatic consequence of the equivalent cut in dollar income, or, roughly, $900,000 for all companies.

While in itself an impressive figure, the companies were more concerned with the situation in England, which represents a major part of the total foreign market. The companies had net earnings of approximately $42,000,000 in England during the first year of the Anglo-U. S. film accord under the old rate of pound-dollar exchange. With sterling now down to $2.80, pound earnings in England, if they are to maintain the current level, will be equivalent to about $39,400,000.

Assets Scaled Downward

Foreign assets of the companies, particularly theatres, also must be scaled downward in value, it was said here, but the immediate significance was not clear yesterday. Executives said that an exact appraisal of the effect of the devaluation measures on foreign-owned assets requires full study not only of the devaluation itself but of any possible inflationary trends in the countries involved.

Another consideration is how the companies carry their foreign holdings on their balance sheets, the book entry determining what adjustments, if any, must be made. Most foreign subsidiaries are carried at only nominal values.

Fewer U.S. Stars For Britain Likely

London, Sept. 19.—Devaluation is accepted in the industry here as ending the employment of American stars and directors in British production enterprises except where American participants are paid in dollars in America in return for American distribution rights to the pictures concerned.

Deals in that pattern were completed recently by David Rose.

Devaluation was an unscheduled subject taken up yesterday at a meeting here of the executive committee and representative directors of the Motion Picture Export Association, over which Eric A. Johnston presided. The matter was discussed at length by Johnston and company presidents but a decision on a course of action was put off pending further study.

Johnston left here by plane last night for a tour of Marshall Plan countries in behalf of the Economic Cooperation Administration and while in England he expected to make specific arrangements for the next meeting of the Anglo-U. S. Films Council. It is at this session, according to observers, that the move to eliminate remittance restrictions will get underway.

Johnston was accompanied by John McCarthy, head of the international division of the Motion Picture Association of America, who intends to follow through on negotiations of film deals which he began on his last trip to Europe a few months ago.

Production-wise, it appeared that devaluation in England will have no early effect on the activities of U. S. companies. A Universal-International executive stated here that the company's deal with J. Arthur Rank to produce jointly will be carried out in accordance with the terms of the pact.

South Africa

(*Continued from page* 1)

ment regulations. The sentiment in foreign department circles here is that in consequence of the devaluation of the South African pound, American film companies are entitled to a better remittance "break" in that country.

The $2,450,000 which American film companies will be entitled to take out of South Africa this year under the new exchange rate is regarded as inequitable by home offices. It is estimated that the U. S. industry had between $3,000,000 and $4,000,000 blocked in South Africa from July 1, 1948, to July 1, 1949. These figures are arrived at on the basis of approximately £1,750,000 earned under the $4.02 exchange rate. Under the new $2.80 rate, if, as is expected, this fiscal year's earnings in pounds total the same as last year's, the £1,750,000 will be equal to $4,900,000 instead of $7,000,000.

To Telecast Series

Baltimore, Sept. 19.—The World Series will be telecast for the first time at a theatre here at the Times and Roslyn theatres, it is announced by Morton Baker, manager, who added that RCA equipment will be used.

Trade Calm

(*Continued from page* 1)

some home office executives pointed out, would reduce and may eliminate the necessity for much of the existing trade and financial restrictions now imposed by those nations on American films, such as the British quota and limitations upon remittances.

Some philosophically stated that it will reduce or remove their worries over blocked funds abroad, because those funds will be less in the future. In order to get money out, one said, we had to take sacrifices that amounted almost to the devaluation rate.

Lessing Optimistic on Devaluation Effects

Hollywood, Sept. 19. — Gunther Lessing, Society of Independent Motion Picture Producers executive, took an optimistic view of the future under the pound devaluation.

"It may be that devaluation will so improve Britain's position as to assure greater remittances for our pictures," he said. "As to the sterling unremittables, under the Anglo-U.S. agreement, it is hoped that the reaction in the world market may be sufficiently favorable so that full depreciation will not be felt and frozen sterling will purchase more than the presently-computed devalued figure. It is much too early to make an evaluation, however," he added.

Brewer Fears More Production Abroad

Hollywood, Sept. 19.—If the pound devaluation has the effect of further transfer of Hollywood production abroad, IATSE will resist any such development, "IA" Coast representative Roy Brewer declared today.

"Too much production is going abroad already," he said. "We don't mind crews going out for the sake of realism, but much of the activity abroad is based on economic reasons."

British Trade

(*Continued from page* 1)

£1,000,000 annually for their film base imports.

While feeling that Americans must accept a huge reduction in their share of the British market, reckoned in dollars, informed quarters view the new situation as contributing to the possibilities of a re-shuffling of the quota system, among other things.

American film men here take philosophic but wry satisfaction in the thought that the maintenance of the permitted annual remittance of $17,000,000 until next June reduces the amount of "frozen" sterling here by £1,300,000, thereby reducing their production problems here by that much.

Government spokesmen assert that no revision is contemplated in the existing monetary agreement with the American film industry at this time. However, anti-American interests will urge when the pact is up for discussion six months hence that the $17,000,000 permitted remittance be devalued in parity with the pound.

It is generally accepted that the inevitable increased cost of living following devaluation will reduce the overall box office take but if economic conditions are eventually improved, as the government expects, theatre attendance ultimately should recover and increase.

Some optimists believe there will be an increase in dollar earnings of British pictures in America.

ECA German Funds

(*Continued from page* 1)

termined. It was decided at the session that further talks with ECA will be held in the hope that ECA will guarantee enough dollar convertibility of German earnings to cover part of the production costs of films in addition to actual expenses.

Congress has authorized ECA to guarantee $10,000,000 for all informational media and the indication is that motion pictures will be allotted about $2,000,000 of that amount unless the ECA can be persuaded to revise the figure upward.

It was agreed yesterday that each company will select its own pictures for Germany and will submit them to ECA for approval. ECA has said that the films must further the purposes of the European Recovery Act, must be consistent with national interests and must show the best elements of American life. Company presidents and foreign department heads attended the MPEA session with MPEA president Eric A. Johnston presiding.

Pleskow Back to Germany

Eric R. Pleskow, assistant general manager in Germany for the Motion Picture Export Association, will return by plane today to his MPEA duties in Frankfurt after a one-month visit here.

20th-Fox a Co-petitioner

Chicago, Sept. 19.—Twentieth-Fox was named a co-petitioner along with Illinois-United Artists Theatre Corp. in a motion previously filed by the latter asking for an eight-week run of "Come to the Stable" to play at the United Artists Theatre, operated by Balaban and Katz. Fox was added in the new motion because contracts for the film must be made between that distributor and B. and K.

Backtracks on Drive-Ins

Boston, Sept. 19.—Mayor Curley rescinded two drive-in licenses granted last week and stated that no licenses would be granted except to projects approved by the State Commissioner of Public Safety.

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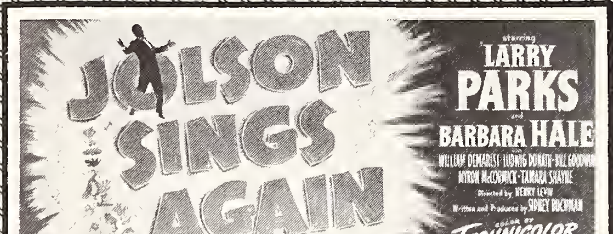
Martin Quigley


JOLSON SINGS AGAIN
starring
LARRY PARKS
and
BARBARA HALE
WILLIAM DEMAREST · LUDWIG DONATH · BILL GOODWIN
MYRON McCORMICK · TAMARA SHAYNE
Directed by HENRY LEVIN
Written and Produced by SIDNEY BUCHMAN
Color by TECHNICOLOR
A COLUMBIA PICTURE
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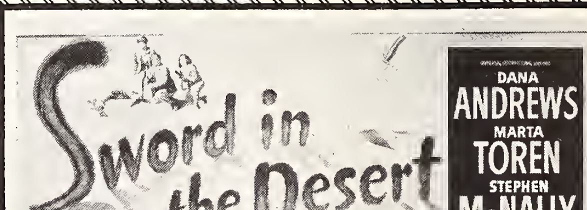
Sword in the Desert
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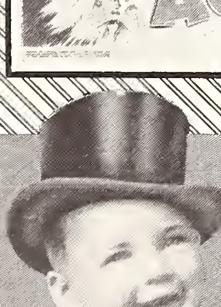
ANDREWS
MARTA
TOREN
STEPHEN
McNALLY
JEFF CHANDLER · PHILIP FRIEND · HUGH FRENCH · LIAM REDMOND
Directed by GEORGE SHERMAN · Written and Produced by ROBERT BUCKNER



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VOL. 66. NO. 57 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 21, 1949 TEN CENTS

DIVORCEMENT IN 18 MONTHS: US DEMAND

Hearing on Decree Early in November

Hearing on the form of an order to be entered against the six remaining defendants in the Paramount New York case is now expected to take place in U. S. District Court here early in November. The companies will submit their answers to the government's proposals on about Oct. 17 and thereupon the court will set the specific date for the hearing, probably around Nov. 1, according to legal sources here.

Proposed Decree Gives 20th-Fox, Loew's, WB 90 Days to File Plans

The government yesterday proposed an order against Loew's, Warners and 20th Century-Fox which would compel them to consummate complete divorcement within 18 months of entry of the judgment in U. S. District Court here.

Incorporating the restraints on trade practices which had been more or less expected against all six remaining defendants in the 11-year-old Paramount action, the government's proposed decree would give the three theatre-owning companies 90 days from entry of the judgment to submit

(*Continued on page* 10)

Republic Lists 53 Features For New Year

Yates, Grainger Report Three More Than 1948-49

Republic Pictures Corp. has scheduled 53 features, four serials and four short subjects for 1949-50, against 50 features and the same number of serials and shorts for 1948-49.

Herbert J. Yates

Confidence in the forward march of the industry, stimulated by the unprecedented unity of all its branches, is activating Republic's production policy, it was affirmed yesterday by Herbert J. Yates, president, and James R. Grainger, executive vice-president in charge of sales

(*Continued on page* 8)

MPIC Maps Press Campaign: Reagan

Hollywood, Sept. 20.—Blaming partly the industry itself and partly sections of the press and some columnists, Ronald Reagan today reported that Motion Picture Industry Council is formulating a plan to combat poor publicity, particularly that emanating from star actions. MPIC is thinking of

(*Continued on page* 11)

Producers Owe Code Much, Zanuck Says

Disclaiming any wish to take sides with either Samuel Goldwyn, who said last week the Production Code needs revising, or Dore Schary, who said it didn't, Darryl Zanuck, who said he hadn't read their statements, nevertheless said at a press conference yesterday, "I can tell you how to multiply endlessly the pressures on production from minority groups. Just do away with the code."

Devaluation Slices $1,200,000 Yearly Off Canadian Take

With U. S. film companies' annual earnings in Canada pegged at about $12,000,000, devaluation of the Canadian dollar by 10 per cent in relation to the American dollar will have the effect of reducing by $1,200,000 per year their future earnings in the Dominion—unless, of course, steps should be taken to establish film rental increases which would compensate for losses under devaluation.

Canadian devaluation is viewed as having one beneficial effect for the American industry, however. There is held to be no likelihood now that Canada will impose an import tax or restriction on U. S. films. Whatever

(*Continued on page* 11)

16 This Fall: Monogram

Hollywood, Sept. 20.—Monogram will spend $3,000,000 on 16 pictures scheduled to go before cameras during the last quarter of 1949, Steve Broidy, company president, announced today. The group includes King Bros.' "The Giant Killer," Allied Artists release; and two Cinecolor specials, "Blue Grass of Kentucky" and "Young Daniel Boone," to be produced by

(*Continued on page* 8)

KMTA Hears Talk By TOA's Sullivan

Kansas City, Sept. 20.—Gael Sullivan, Theatre Owners of America executive secretary, and Joe Kelly, counsel of the Kansas-Missouri Theatre Association, were main speakers today at the Hotel Muehlebach at the opening of the two-day convention of the latter organization here. Elmer Bills, president, presided. Sullivan re-

(*Continued on page* 10)

Zanuck, Back From Europe, Senses Prosperity Here

Exuding optimism for the future but showing signs of fatigue after his two months' "working holiday" in Europe, Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, said here yesterday he feels an "upbeat" in the film industry now which he believes presages good times before long.

Darryl F. Zanuck

"We are a reflection of the nation, and the whole country is picking up," Zanuck told reporters gathered in the board room at the 20th Century-Fox home office. "A lot of good pictures are on the way," he said. "Even in the little time since my return on Monday I have sensed the new spirit of confidence and enthusiasm."

While abroad, Zanuck was impressed by the "tremendous popularity" of American motion pictures wherever he went. "They are keeping the theatres open, and European exhibitors are the first to concede it," he said.

Zanuck reported that production facilities in Europe leave much to be desired. Equipment problems and the tempo and temperament of those engaged in production stretch shooting schedules to lengths nearly double the Hollywood standard today, he said. That, in turn, offsets lower costs of European labor and some materials.

He emphasized that production abroad is not entirely a matter of mak-

(*Continued on page* 10)

'IA' Gets Control Of Set Decorators

The issue of jurisdiction over a small group of Hollywood studio set decorators, "which became the spark that ignited the long, violent Hollywood strike four years ago, has at last been settled through a National Labor Relations Board election," IATSE headquarters reported here yesterday.

An official NLRB count shows that the decorators have chosen, 36 to 0, to be represented by the International Alliance which resisted the strike and kept the studios running, the "IA" said. The choice lay between that union and the AFL Painters' union.

Anglo-U.S. Council Meeting Unlikely

In the course of his current European visit Eric Johnston, Motion Picture Association of America president, is scheduled to confer with J. Arthur Rank but no meeting of the Anglo-American Advisory Film Council, of which both are members, is in prospect.

Feeling of American members of the council is that current circumstances narrow the council's field of action so much that a meeting could accomplish nothing worthwhile.

31-City Youngstein Tour for 'Heiress'

Max E. Youngstein, Paramount director of advertising-publicity, will leave here immediately following the undated world premiere of William Wyler's "The Heiress" at New York's Radio City Music Hall, on a tour of 31 key situations to set up campaigns for the picture and to promote Paramount generally.

The tour will open in Los Angeles late next month when "The Heiress" opens there. Youngstein will then go to San Francisco, where an engagegagement starts Thanksgiving Day at the St. Francis Theatre.

Youngstein said that "although the picture will be shown at regular prices, from an advertising, publicity and exploitation standpoint it will be given road show treatment." In line with this, special promotion men will be assigned in each city with exhibitor participation. They will supplement the regular field force and will begin work eight weeks before opening, continuing indefinitely through the picture's run.

On tour Youngstein will meet with exhibitors and theatre advertising-publicity executives to work out the most effective media for each local situation. He will also appear at luncheons, dinners and campaign meetings, where he will explain the necessity and importance of intensive cooperative merchandising between exhibitor and distributor on all pictures.

WB's 'Task Force' Has Salt Water Premiere

Warner Brothers' new production of naval aviation, "Task Force," was shown yesterday to invited audiences by the Navy in a two-ocean premiere aboard the *USS Midway* in the Atlantic and the *USS* Valley Forge in the Pacific.

Secretary of the Navy Francis P. Matthews, who was host to publishers, editors, radio commentators and business executives aboard the *Midway*, commanded by Capt. W. M. Beakley, was represented on the *Valley Forge* by Under-Secretary of the Navy Dan A. Kimball. Jack L. Warner, vice-president of Warners, was honored aboard the *Valley Forge* with the presentation by Kimball of the Navy's Distinguished Public Service Award.

Lundigan to Tour Here for 'Pinky'

A series of personal appearances at theatres in the Metropolitan area here will be made by screen star Bill Lundigan, lead of "Pinky," tomorrow, Friday and Saturday evenings. Broadway columnist Earl Wilson will "MC" the engagements. Lundigan will tour Randforce, Century, Skouras and RKO houses from Post Chester to Hempstead.

'Live By Night' Review

"They Live By Night" is the new title of RKO Radio's "The Twisted Road," which was reviewed in MOTION PICTURE DAILY under the latter title last June 30.

Personal Mention

W. A. SCULLY, Universal-International sales vice-president, and FRED MEYERS, Eastern sales manager, are visiting Philadelphia and Washington from New York.

•

GAEL SULLIVAN, Theatre Owners of America executive director, has arrived in Kansas City from Los Angeles to attend the Kansas-Missouri Theatre Association convention. He is expected back in New York the latter part of this week or early next.

•

COL. JOHN L. CROVO, manager of the Arcade Theatre, Jacksonville, and a veteran of 47 years in the show business, is visiting the Paramount studio with MRS. CROVO as the winner of a contest among 150 managers of Florida State Theatres.

•

BARBARA MORGAN, secretary to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will marry TERENCE FORD, local publicity man, on Oct. 1 at Arlington, Va.

•

J. A. WALSH, head of Paramount branch operations, and JAMES SPEER, special representative of branch surveys, have arrived in Cincinnati from New York.

•

LEONARD KAY, a house manager of the Rivoli Theatre here, and MRS. KAY, are the parents of an eight and a half pound girl, COLETTE ANN.

•

WILLIAM A. HOWARD, assistant general manager of RKO Theatres, left here last night for an inspection tour of RKO Midwest theatres.

•

AMERICO ABOAF, U-I supervisor for Latin America, has left here on a survey of Latin America. His first stop will be Mexico.

•

WHILLIAM C. MACMILLEN, Eagle-Lion vice-president in charge of operations, is back in New York from Hollywood.

•

ABRAM F. MYERS, Allied States general counsel, is in Columbus, O., today for the convention of the Independent Theatre Owners of Ohio.

•

RUSSELL STEWART of M-G-M's publicity department, returned here yesterday from St. Louis.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, has returned here from the Coast.

•

TED R. GAMBLE, head of Gamble Enterprises, is due to return here today from the Coast.

•

GEORGE L. CARRINGTON, president of Altec Service, is here from the Coast.

•

JOSEPH H. LEWIS, director, is in New York from Hollywood.

MAX COHEN, Film Classics' Eastern division sales manager, is visiting company exchanges in Pittsburgh and Cleveland.

•

DANNY WILTT, ED EVANS and ED J. GALL, Dallas; SI DOLON, Charlotte; LEON A. HERMAN, Buffalo; JERRY LEWIS, New Haven; GEORGE H. KIRBY, Cincinnati; AL SHERMAN and JAKE FLAX, Washington; M. N. SHAPIRO, Pittsburgh; N. SILVERSON, and H. LAIRD, Atlanta, were recent visitors at the New York Variety Club.

•

OSCAR F. NEU, president of Neumade products, is in Chicago completing arrangements for the TESMA convention to be held there next week. L. E. JONES, sales manager, and R. E. HEMPEL will also represent the company at the convention.

•

CHARLES SKOURAS, president of National Theatres, W. H. LOLLIER, JOHN LAVERY, HARRY COX, JOHN B. BERTERO, BERT PIRESH, all company executives, will arrive at San Francisco from Los Angeles today.

•

JULIA SMITH, manager of the State Theatre, Waterbury, Conn., will be honored on her 25th anniversary as a theatre manager at a dinner to be held on Sept. 27 at Waverly Inn, Cheshire, Conn.

•

ROBERT RUBIN, formerly manufacturer's representative for the Automatic Projection Corp., has been appointed to the sales staff of the Pathescope Co. of America.

•

CHARLES E. KURTZMAN, Loew's Northeastern division manager, has been named treasurer of the Suffolk County, Mass., chapter of the National Foundation for Infantile Paralysis.

•

C. R. WADE of Universal-International was the winner of the fall golf tournament held by the Salt Lake Motion Picture Club.

•

WILLIAM SAAL, Republic studio executive, will accompany HERBERT J. YATES, the company's president, to Europe. They sail today.

•

HAL TATE, head of Hal Tate Productions, Chicago, and MRS. LUCILLE ELLEN TATE, are the parents of a daughter, MARILYN JEAN.

•

GIANINA POPPALARDO, head of Shea Theatres booking department in Buffalo, is on vacation.

•

AL DAFF, Universal-International foreign sales supervisor, left here by plane yesterday for Paris.

•

DAVID MACKENZIE has arrived here from London to serve as a student manager at the Rivoli Theatre.

Approve Nominee Griffis

WASHINGTON, Sept. 20.—The Senate Foreign Relations Committee today reported favorably on President Truman's nomination of Stanton Griffis as new U. S. Ambassador to Argentina.

Fire Destroys Theatre

HARTFORD, Sept. 20.—Fire completely destroyed the Princess Theatre Building at Rockville, operated by William Bassett on lease from the Frank Mann estate, with damage estimated at more than $100,000.

Newsreel Parade

THE convention of the Theatre Owners of America and the Toronto ship fire are among current newsreel highlights. The Atlantic Pact meeting, sports and fashions round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 76—Canada: *SS Noronic* fire. New Supreme Court Justice Minton. Delegates arrive for UN sessions. Secretary Johnson lauds motion pictures. Mercer family in test swim. Roller derby. Polo. Football.

NEWS OF THE DAY, No. 206—Ship fire. Vishinsky arrives. Secretary Johnson hails films as aid to peace. Family of six try long distance swim. Polo thriller.

PARAMOUNT NEWS, No. 9—Vishinsky speaks. Roller derby. Secretary Johnson praises film industry. Ship fire.

TELENEWS DIGEST, No. 38-A—Washington: Atlantic Pact meeting. President Truman welcomes UN Day committee. Spain: King Abdullah visits Franco. Steel industry negotiations. Celebrate Solemn Eucharist at Cathedral of St. John the Divine. Sonja Henie marries. Beldame Handicap.

UNIVERSAL NEWS, No. 284—Ship fire. Secretary Johnson speaks at Theatre Owners of America convention. Football. Roller derby.

WARNER PATHE NEWS, No. 11—Toronto ship fire. Vishinsky arrives. Atlantic Pact meeting in Washington. Theatre Owners of America convention. Jewel fashions. Polo. Family swim. Roller derby.

Map Benefit Plans At UJA Luncheon

Support of the 16th annual "Night of Stars," United Jewish Appeal benefit to be held at Madison Square Garden on Nov. 14, was pledged by all branches of the entertainment field at a luncheon at the Hotel Astor here yesterday. Plans for the event were outlined.

Nathan Straus, general chairman of the affair, presided at the luncheon. He said he expects the event to be "the best ever." Straus also cited Robert M. Weitman, Paramount Theatres vice-president, for his efforts, past and present, in behalf of the UJA.

James Sauter, chairman of the production committee, called on all to redouble their efforts in behalf of the event.

Other speakers at the luncheon were Mary McCarty, star of "Miss Liberty": Mrs. Louis Grossman, chairman of the woman's division; Samuel Blitz, executive director of "Night of Stars," and Sgt. Alisa Pnueli, of the Israeli Army.

Prominent Pictures Hold First Meeting

Newly-formed Prominent Pictures Corp will hold its first franchise holders' meeting starting Monday at the Stevens Hotel in Chicago. Lester Tobias, general sales manager, will preside; he will leave New York for the meeting over the weekend.

Exchangemen from the Midwest and Northwest will also attend.

Peak Film to Export

Peak Film and Trading Co., Inc., has been formed here to export films to the Pacific. President is Yun-Foo Hsia, Chinese producer.

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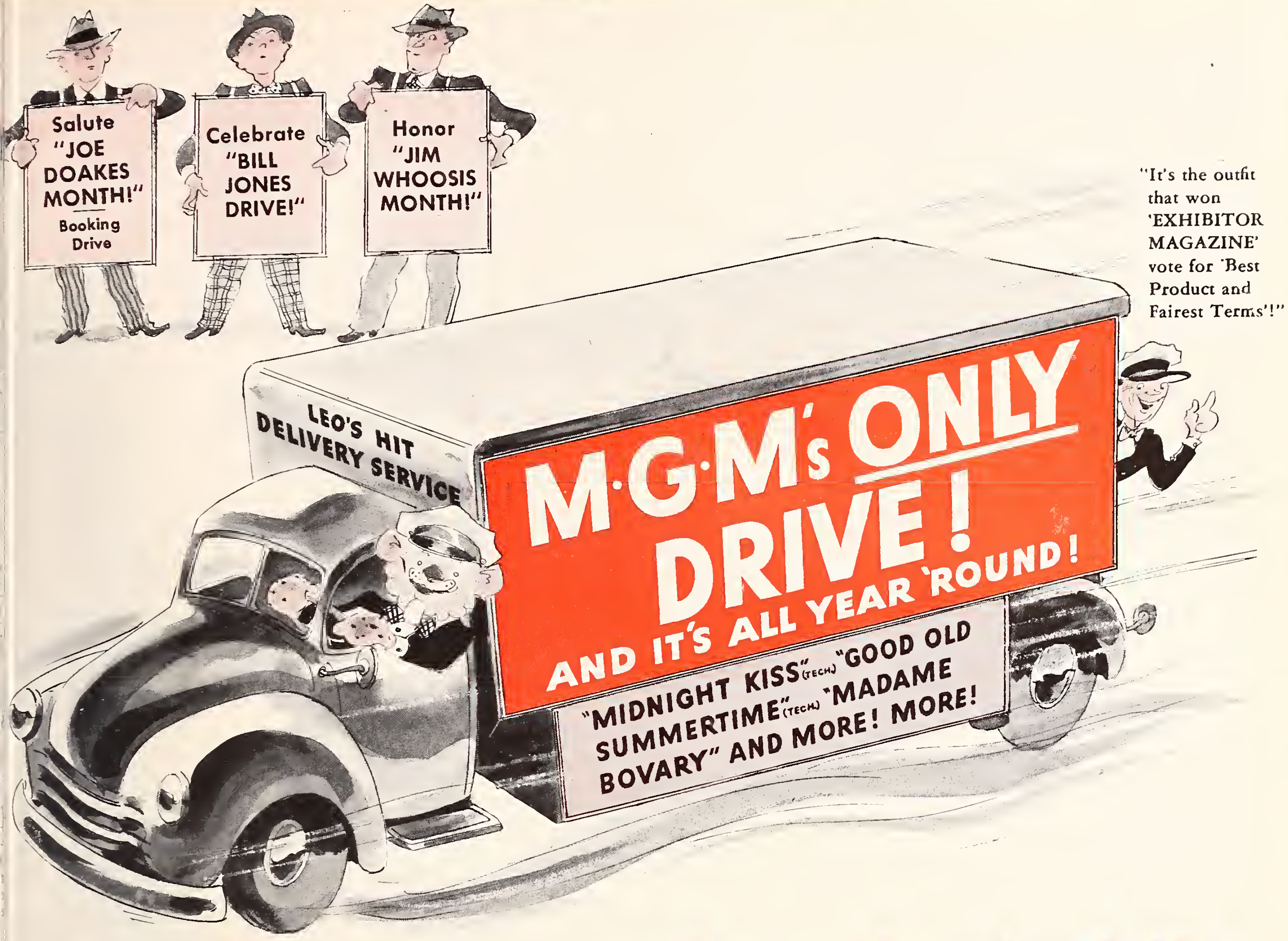
Salute "JOE DOAKES MONTH!" Booking Drive
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Honor "JIM WHOOSIS MONTH!"
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Fairest Terms'!"

THE SAFEST DRIVER!

EVERY MONTH IS M-G-M MONTH!

The kind of drive that gets the money for *you,* Mr. Exhibitor, is the steady delivery service of M-G-M! All summer long Leo faithfully delivered the goods (*"Neptune's Daughter," "Barkleys of Broadway," "Stratton Story," "Any Number Can Play," "Good Old Summertime" to name just a few*). Now the gravy wagon rolls on with "Midnight Kiss" (*broke 20-year record in Philly*), "Madame Bovary" (*gold-digger*), "The Red Danube" The Big Picture (*watch 4-city premiere Boston, Frisco, Memphis, Houston*), "That Forsyte Woman" (*coming to Music Hall*), "Adam's Rib" (*Coast Preview hails it Funniest Picture in Ten Years!*) "The Doctor and the Girl" (*a sleeper*) and many more. And remember, M-G-M's "Battleground" is the greatest picture since sound!

New York's 1st-Runs Maintain Good Pace

Business is holding up well at most New York first-runs this week, particularly in light of the fact that holdovers are being offered at all but two of the showcase houses.

"The Fighting Kentuckian" is impressive in its opening at the Mayfair, where the first week's take is likely to reach $27,500. A more modest performer is "Abbott and Costello Meet the Killer," at the Globe, where about $12,000 is apparent for a first and only week. The Globe will bring in "Once More My Darling" on Saturday.

Dropping off at a normal clip, "White Heat," with Xavier Cugat's orchestra on stage, figures to do about $45,000 in a third week at the Strand; this represents substantial income. "Under Capricorn" promises to give the Music Hall, with its variety show on stage, about $126,000 in a good second week. Following at the Hall will be "The Heiress" and "The Forsyth Woman," with dates for both as yet unset.

"Sword in the Desert" more than meets requirements at the Criterion, where $20,000 is anticipated for a fourth week. "Jolson Sings Again" is maintaining a splendid pace at the State, which looks for $35,000 for a fifth week. Very good, too, is "Madame Bovary," with David Rose's orchestra on stage, and which probably will give the Capitol about $45,000.

"Come to the Stable" is figured for $14,000 in a fair eighth week at the Rivoli. "I Was a Male War Bride," with Jack Haley and an ice revue on stage, at the Roxy, is headed for a good fourth week's gross of $65,000. "Top O' the Morning," with Carmen Cavallaro's orchestra on stage, concluded its third week at the Paramount with an adequate gross of about $60,000. "Hamlet" continues at the Park, where $7,400 is figured.

Paramount Lunch For Hal Pereira

Hal Pereira, Paramount architectural consultant and art director, who will return to the company's Hollywood studios on Oct. 15 following completion of a series of home office assignments, will be honored at a luncheon tomorrow in the Harvard Club here, to be given by Paramount executives headed by Barney Balaban, president, and Adolph Zukor, board chairman.

Other Paramount officials attending will be: Austin C. Keough, Leonard H. Goldenson, Paul Raibourn, A. W. Schwalberg, George Weltner, Fred Mohrhardt, Robert O'Brien, Edward L. Hyman, Robert Weitman, Walter Gross, Russell Holman, Oscar Morgan, E. K. (Ted) O'Shea and Max E. Youngstein.

Robbins, Lockwood to Address Tri-States

MEMPHIS, Sept. 20.—W. F. Ruffin Jr., president of the Tri-States Theatre Owners, reports the following have accepted invitations to speak at the Tri-States annual convention, Oct. 18-20 at the Hotel Gayoso, Memphis: Herman Robbins, president of National Screen Service; Arthur Lockwood of the TOA; Herman Levy, general counsel of the TOA; Gov. Gordon Browning of Tennessee; Ted Gamble, chairman of the TOA board.

Reviews

"The Red Danube"

(M-G-M)

A STORY OF OUR TIMES—Russia's forcible repatriation of "DP's" who fled the orbit of the homeland—has been thrown into dramatic focus in "The Red Danube." Carey Wilson's production is one of a series of exposes of Communism now coming out of Hollywood, and it has much to commend it. Although the theme is a serious one, it is to the picture's credit that it is first and foremost an entertainment film. Production is on a large and resourceful level and some excellent shots of Rome and Vienna have been used as background. Strong marquee names head the cast, including Walter Pidgeon, Ethel Barrymore, Peter Lawford, Janet Leigh and Angela Lansbury.

Opening in Rome of 1945, the story has Pidgeon, a British army colonel, and his military aides, Lawford and Miss Lansbury, transferred to Vienna, where he is to work on the refugee problem, among others. It is here that Lawford meets and falls in love with Miss Leigh, a dancer wanted by the Russians. Taking the Russians at their word that they want to honor Miss Leigh, Pidgeon turns her over to them, only to learn eventually just how the Russians "honor" dissidents. Filled with moral outrage, Pidgeon, along with Miss Barrymore, a Mother Superior, attempt to help the girl, but suicide finally puts an end to her plight.

The picture, regrettably in its running time of 119 minutes, is padded with sequences which seem inessential to the delineation of the main theme. George Sidney does his usual competent job in his direction of the reiterative screenplay by Gina Kaus and Arthur Wimperis. Mounting intensity is relieved by light humorous touches. The always-admirable Miss Barrymore, in charge of a convent where the little American group is billeted, gives a genial performance as she employs her quiet wisdom and darting wit to awaken Pidgeon out of his religious cynicism. The acting of Pidgeon, Miss Leigh, Lawford and Miss Lansbury, who loves the latter unrequitedly, is sturdy throughout. Louis Calhern is fine as the arrogant, polished Russian officer. The film was based on Bruce Marshall's novel, "Vespers in Vienna."

Running time, 119 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"I Married A Communist"

(RKO Radio)

VILLAINY takes the form of Communism in "I Married a Communist" and its practitioners meet their eventual come-uppance in much the same manner as the more conventional type of screen culprit is dealt with in standard, melodramatic fare. In considering the film's commercial prospects, though, it is more than the usual adventure yarn in which thugs are pitted against innocents—more for the reason that the subject of Communism is relatively new to the entertainment screen and somewhat in the nature of the spectacular. Moreover, for a rousing action film it is well done.

The title is beckoning and the performers, headed by Laraine Day and Robert Ryan, are known well enough. The film appears to be highly flavored fiction all the way, reminiscent of the more flamboyant anti-Nazism films of the war circa, but audience appeal is what counts and "I Married a Communist" seems to have it in sufficient quantity.

Ryan appears as a West Coast shipping executive, long since awakened to the inherent evils of The Party and anxious to sever his past connections with it. His position in the business world, however, makes him valuable to his erstwhile "left" colleagues and consequently they demand his services in promoting strikes and dissension along the San Francisco waterfront.

Ryan plays the game their way under threat of being exposed, losing his bride, Miss Day, and his lofty position in business. However, when Miss Day's screen brother, John Agar, becomes the victim of the Communists' hired killer, Ryan rebels and is killed in the flare-up climax.

Thomas Gomez is the chief Red agent whose nefarious activities are more suggestive of an underworld czar than of a political revolutionist. Janis Carter, also a Communist in the film, is by far more good-looking than the general conception of active Party workers. Others in the cast are William Talman, Paul E. Burns, Paul Guilfoyle and G. Pat Collins. Sid Rogell was executive producer, Jack J. Gross produced, Robert Stevenson directed and Charles Grayson and Robert Hardy Andrews wrote the screenplay.

Running time, 73 minutes. General audience classification. For mid-October release.

GENE ARNEEL

Commend 3 for 'PR' Aid

HOLLYWOOD, Sept. 20.—Motion Picture Industry Council has sent letters of commendation to Ann Baxter, Lucille Ball, George Jessel and other Hollywood stars for their voluntary expressions in the industry's behalf to the public during their recent public appearances in the field. The letters are in line with the new policy of encouraging every individual in the industry to disseminate constructive facts about Hollywood.

SPG Wins UA Election

The Screen Publicists Guild has won a union shop election conducted by the National Labor Relations Board at United Artists.

Hoch Estate, $70,532

BUFFALO, Sept. 20.—A net estate of $70,532 was left by Henry Hoch, retired operator of the Rialto Theatre here, according to a state tax appraisal filed in Surrogate's court. Principal assets are stocks, bonds and real estate. Chief beneficiaries are the widow, Mrs. Letitia P. Hoch, and a son, Harry. Hoch died last December.

Cites 'Vaudeville Week'

Numbering himself among the many who have cited the successful return of vaudeville, Gov. Thomas E. Dewey hailed "National Vaudeville Week," starting tomorrow at the RKO Palace Theatre, here, in a letter to Sol A. Schwartz, RKO Theatres executive.

Malco Operations to Paramount on Oct. 2

Memphis, Sept. 20.—Operation of the nine theatres acquired by Paramount in the recent divorcement settlement with Malco Theatres, Inc., by Paramount will start on Oct. 2. Jack Katz and Alex Thompson, Paramount officials, have moved to Memphis and have set up headquarters at the Strand Theatre, one of the nine acquired by Paramount to start their operations independent of Malco.

Malco will begin its separate operation with a combination vaudeville - picture program at the Malco on Oct. 1.

Richard Dix Dies in Hollywood at 54

HOLLYWOOD, Sept. 20.—Film actor Richard Dix died today at the age of 54 of a heart ailment. A star of silent as well as sound pictures, Dix reached the apex of his career in the role of Yancey Cravat in "Cimarron" which won the Academy Award in 1931 as the best feature picture of the year.

Born Ernest Carlton Brimmer in St. Paul, Minn., on July 18, 1895, Dix began his acting career on the stage, performing on Broadway and in stock productions in St. Paul, New York and Dallas. His most recent pictures included "American Empire," "The Kansan," and "The Whistler" series.

Public Services for Edgar Hatrick Today

Executives and others from News of the Day, M-G-M and other film companies here will attend public funeral services today in Larchmont, N. Y., for Edgar B. Hatrick, executive vice-president and general manager of News of the Day, who died last Thursday in Colorado Springs.

News of the Day's office here will be closed a half day out of respect. Burial will take place tomorrow at Ferncliff Cemetery, Westchester.

Lamar Funston, 50

COLUMBUS, O., Sept. 20.—Lamar C. Funston, 58, one-time owner of the Hudson and Parsons neighborhood theatres, and treasurer of the old local B. F. Keith house, died here late last week after a short illness.

George Oldham, 58

WINCHESTER, Tenn., Sept. 20.—George Everston Oldham, 58, owner of the Rivoli Theatre here, died recently at a local hospital following an extended illness.

Mrs. E. R. Gibbons Dies

SAN FRANCISCO, Sept. 20.—Mrs. E. R. Gibbons, wife of a Fox West Coast traveling auditor, died suddenly yesterday of a heart attack while vacationing at Las Vegas, Nev.

Veteran Exhibitor Retires

ST. LOUIS, Sept. 20.—Walter A. Thimmig, owner of the McNair Theatre here and for the past 40 years a theatre operator in Missorui, Illinois and Kansas, has retired.

U. S. Sees 75% Drop In Imports by Spain

WASHINGTON, Sept. 20.—U. S. distributors may be able to get no more than 50 films into Spain this year, compared with a normal 200, according to a U. S. Commerce Department report released today.

The report, prepared by film chief Nathan D. Golden on the basis of dispatches from the U. S. Consulate at Madrid, said that during the first five months of 1949, 78 features were reviewed by the Film Council, compared with 141 during the same 1948 period. This drop, Golden said, reflected a decrease in Spanish production and a strong curtailment of import license. "It appears that U. S. imports may be limited to about 25 per cent of what might be considered a normal 200 pictures a year," he declared.

Receipts of first-run houses are anywhere from five per cent to 10 per cent below 1948, Golden said, but attendance at lower-priced, second-run theatres is increasing, particularly in the provinces.

To Ship All Prints On Safety Stock

HOLLYWOOD, Sept. 20.—Cinecolor will ship all release prints on safety stock starting Nov. 1, Karl Herzog, executive vice-president, announced today. Although the additional cost of safety stock over nitrate was originally quoted by Cinecolor at $4.50 per 1,000 feet, a figure of $2.00 per 1,000 feet, plus 30 cents excise tax, was finally agreed on when Cinecolor decided to use 100 per cent safety-type release positive stock.

The non-inflammable stock was developed by Eastman Kodak and already is used in a large percentage of Cinecolor deliveries. Herzog pointed out that only the actual cost of .0023 cents per foot will be passed on to customers, with manufacturing wastage absorbed by the company.

New Experiments to Cut Fire Losses

WASHINGTON, Sept. 20.—New experiments to cut film storage-vault fire losses will get under way here in October, according to James Cummings, chairman of the Inter-Agency Advisory Committee, which will direct the tests.

The committee, working with industry representatives, conducted a group of tests last year at the U. S. Experimental Agricultural Farm at Beltsville, Md., the tests showing that with the proper design and insulation in vaults, fires burned out in less than three minutes.

Arkansas Theatres Beat Rail Strike

MEMPHIS, Sept. 20.—No theatres in Arkansas closed when the Missouri Pacific railroad strike went into effect, although several that received film by railway express had a close call. All made long distance telephone arrangements with Film Transit, Inc., in Memphis, to truck their film to nearby points on its routes where exhibitors met the trucks.

Among Arkansas towns which had to make emergency arrangements were Strong, Watson, Black Oak, Delight and Sparkman.

Reviews

"The Kid from Cleveland"

(*Republic*)

THE story of how a young boy was rescued from juvenile delinquency through the healthful worship of baseball is told in terms of popular appeal in Republic's "The Kid from Cleveland." A distinguishing aspect of the film is the appearance of the Cleveland Indians baseball team in authentic baseball scenes as well as in minor dramatic roles.

Rusty Tamblyn makes his debut as the youngster whose sense of rejection at home leads him into anti-social activities. George Brent and Lynn Bari are others in the cast of this pleasantly entertaining film, fashioned along familiar lines. Some of the best spots in the picture are the enlightening, documentary-like manner in which psychiatric help is employed to get at the core of the boy's disturbance.

Most of the credit in saving the boy from a career as a criminal goes to Brent, a baseball commentator, who adopts the boy and brings him in contact with his inspiring baseball heroes. Complications develop when it is discovered that the boy, who pretended to be an orphan, actually has parents. For a time there is considerable friction between Brent and Louis Jean Heydt, the boy's stepfather, but things eventually move on to a hopeful ending in which the youngster returns to his parents with the promise of becoming an adjusted young citizen.

Miss Bari portrays Brent's wife competently and Ann Doran plays the boy's mother with equal adequacy. Undoubtedly the picture will be worth the price of admission alone on the appearance of such diamond figures as Bill Veeck, Lou Boudreau, Tris Speaker, Hank Greenberg, Bob Feller, Gene Bearden, Satchel Paige, Bob Lemon, Steve Gromek, Joe Gordon, Mickey Vernon, Ken Keltner, Ray Boone, Dale Mitchell, Larry Doby, Bob Kennedy and Jim Hegan.

Walter Colmes produced and Herbert Kline directed, from a screenplay which John Bright fashioned with Kline.

Running time, 89 minutes. General audience classification. Release date, not set.

M. H.

"Saints and Sinners"

(*London Films*)

SURE NOW, 'tis a grand tellin' about the good and not-so-good people of Kilwirra village on the Emerald Isle that the Abbey Theatre Players are offering in "Saints and Sinners." And a person doesn't necessarily have to be able to boast Irish forebears to qualify as a judge of this picture's merits. Anyone who can enjoy seeing the frailties of human nature exposed in humorous relief, and who can appreciate the Hibernian's capacity for whimsy, practical superstition and religious fervor will take to his heart this Sir Alexander Korda presentation which was produced and directed by Leslie Arliss at the London Film Studios, Isleworth, England.

Exhibition of "Saints and Sinners" in America will be handled with best results in the so-called "art" houses. This applies mainly by virtue of the dearth—by American standards—of marquee names, and, conversely, by virtue of the prestige which the banner of the distinguished Abbey Players will carry for the type of American film-goer who patronizes "art" houses regularly. But those operators of general patronage theatres (particularly in Irish neighborhoods) who might be willing to chance "Saints and Sinners," could very well find they had picked a "sleeper."

The quietly sardonic screenplay by Paul Vincent Carroll and Arliss, based on an original story by the former, is rich in character studies, some presented with undiluted realism and some harking to broad caricature. The principal story thread concerns a returning convict (Kieron Moore), who had been sent to prison for a theft he did not commit and who strives to clear his name in his home town. Only the warm-hearted village priest, superbly played by Michael Dolan; the home comer's attorney (Liam Redmond), and a sagacious crone (Maire O'Neill) believe in his innocence. But not inn-keeper Noel Purcell, who contributes heavily to the church only to advertise himself; the village undertaker, who overcharges for his coffins, and other townspeople, including Moore's pretty, misguided sweetheart (Sheila Manahan), all of whom rush to confess their sins when a supopsed end of the world is at hand. The fateful day was forecast by the pixyish crone, who had acquired an enviable reputation as a prophet of race results and such, to trick the self-righteous villagers in laying bare their sins. While the direction at times is rather ponderous, interest is never dissipated and the sum effect of the picture is absorbing, heartwarming entertainment. Others in the cast include Christine Norden, Tom Dillon, Pam Arliss and Shelah Richards. The score recorded by the London Film Symphony Orchestra is especially noteworthy.

Running time, 82 minutes. General audience classification. Release date, Sept. 10.

CHARLES L. FRANKE

Montana PCCITO to Meet on Oct. 12

WOLF POINT, Mont., Sept. 20.—The fall convention of the Montana district of the Pacific Coast Conference of Independent Theatre Owners will be held at Butte on Oct. 12, Clarence J. Severson, president, announces.

Rotus Harvey of the PCCITO has been invited to address the meeting, at which officers will be elected. Many Montana members will attend the annual meeting of PCCITO to be held shortly at Sun Valley, Idaho.

Mexico Seeks More Jap Playing Time

MEXICO CITY, Sept. 20.—Convinced that Japan would accept all Mexican pictures, Mexican producers, through their trade's own bank, the Banco Nacional Cinematografico, are negotiating with Gen. Douglas MacArthur to modify his edict that only 20 Mexican pictures a year can be exhibited in Japan. The producers aver that the 80 pictures which Mexico produces annually, would all be accepted by the Japanese.

Would Share Federal Tax with Localities

WASHINGTON, Sept. 20.—Thomas J. Lynch, U. S. Treasury general counsel, in a speech to be delivered at Boston tomorrow, says that state and local levies will not offset any cut in the Federal admissions tax because in the first place, state authorization must be obtained to levy the tax, and this may be difficult to get, and secondly, because it is not likely that the state or local rate will be as high as that of the Federal government.

Lynch admitted that state and local governments have been making a strong pitch for the Federal government to retire from the admissions field, since the Federal tax prevents states and local governments from levying a tax. The admissions tax, he said, has been presented as one particularly suited to local administration and enforcement.

Stating that the Federal government was still exploring this and other tax problems with state and local officials, Lynch stressed the importance of the admissions tax as a good revenue provider for the Federal government.

Two alternatives were discussed by the Treasury official: Federal collection of the tax and sharing of the revenue with state and local governments, and credit toward the Federal tax for state admissions taxes. He said the former system would have the advantage of unified collection but would have difficulties in allocating the revenues. The second system would have many advantages, but would increase duplication of tax collections at various governmental levels.

Coast Premiere for MGM's 'Red Danube'

SAN FRANCISCO, Sept. 20.—M-G-M is priming a Hollywood event for the world premiere of "The Red Danube" at the Warfield Theatre here Thursday night. In addition to a number of stars, producer Carey Wilson and director George Sidney will be on hand. Among those slated to appear on stage are Ava Gardner, Van Johnson, Angela Lansbury, Ann Miller, Peter Lawford and George Murphy, following a dinner in their honor, hosted by Mayor E. E. Robinson. The stars will appear on radio programs covering all local stations. Frank Whitbeck, head of the studio advertising department, will be in charge of the broadcasting microphone to be set up in the lobby of the theatre. Murphy will be master-of-ceremonies.

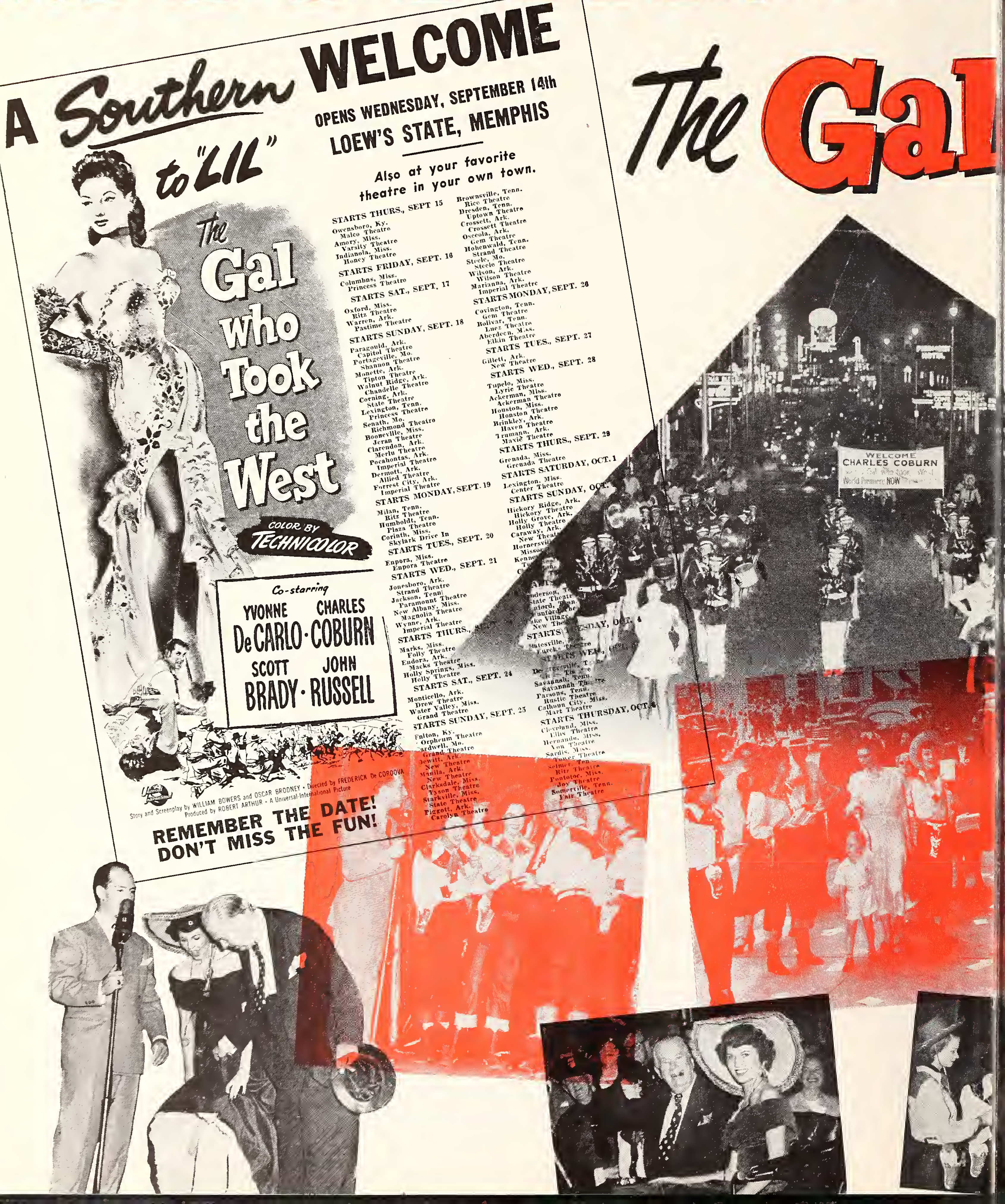
30-Theatre 'Joan' Opening in Italy

Walter Wanger's production of "Joan of Arc," starring Ingrid Bergman, will have its Italian premiere on Oct. 28 in 30 theatres located in the 15 leading cities of that country. RKO Radio said this Technicolor release will have "the most extensive opening ever accorded any picture in Italy."

Theatres to participate in the event are: Rome: Supercinema, Metropolitan, Capranica and Europa; Florence: Excelsior, Imperiale and Gambrinus; Venice: San Marco and Giorgione; Turin: Corso and Reposi; Palermo: Supercinema and Diana; Bologna: Manzoni and Astra; Genoa: Odeon and Universale; Milan: Oden and Astra; Bari: Margherita and Umberto; Catania: Odeon and Diana; Udine: Odeon and Centrale; Ancona: Metropolitan; Padue: Eden; Naples: Metropolitan; Trieste: Politeama Rossetti.

The SOUTH went

The Gal



A *Southern* WELCOME to "LIL"

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LOEW'S STATE, MEMPHIS

Also at your favorite theatre in your own town.

STARTS THURS., SEPT 15
Owensboro, Ky.
Malco Theatre
Amory, Miss.
Varsity Theatre
Indianola, Miss.
Honey Theatre

STARTS FRIDAY, SEPT. 16
Columbus, Miss.
Princess Theatre

STARTS SAT., SEPT. 17
Oxford, Miss.
Ritz Theatre
Warren, Ark.
Pastime Theatre

STARTS SUNDAY, SEPT. 18
Paragould, Ark.
Capitol Theatre
Portageville, Mo.
Shannon Theatre
Monette, Ark.
Tipton Theatre
Walnut Ridge, Ark.
Chandelle Theatre
Corning, Ark.
State Theatre
Lexington, Tenn.
Princess Theatre
Senath, Mo.
Richmond Theatre
Booneville, Miss.
Jeran Theatre
Clarendon, Ark.
Merlu Theatre
Pocahontas, Ark.
Imperial Theatre
Dermott, Ark.
Allied Theatre
Forrest City, Ark.
Imperial Theatre

STARTS MONDAY, SEPT. 19
Milan, Tenn.
Ritz Theatre
Humboldt, Tenn.
Plaza Theatre
Corinth, Miss.
Skylark Drive In

STARTS TUES., SEPT. 20
Enpora, Miss.
Enpora Theatre

STARTS WED., SEPT. 21
Jonesboro, Ark.
Strand Theatre
Jackson, Tenn.
Paramount Theatre
New Albany, Miss.
Magnolia Theatre
Wynne, Ark.
Imperial Theatre

STARTS THURS., [illegible]
Marks, Miss.
Folly Theatre
Endora, Ark.
Macks Theatre
Holly Springs, Miss.
Holly Theatre

STARTS SAT., SEPT. 24
Monticello, Ark.
Drew Theatre
Water Valley, Miss.
Grand Theatre

STARTS SUNDAY, SEPT. 25
Fulton, Ky.
Orpheum Theatre
Cardwell, Mo.
Grand Theatre
Dewitt, Ark.
New Theatre
Manila, Ark.
New Theatre
Clarksdale, Miss.
Tyson Theatre
Starkville, Miss.
State Theatre
Piggott, Ark.
Carolyn Theatre

Brownsville, Tenn.
Rice Theatre
Dresden, Tenn.
Uptown Theatre
Crossett, Ark.
Crossett Theatre
Osceola, Ark.
Gem Theatre
Hohenwald, Tenn.
Strand Theatre
Steele, Mo.
Steele Theatre
Wilson, Ark.
Wilson Theatre
Marianna, Ark.
Imperial Theatre

STARTS MONDAY, SEPT. 26
Covington, Tenn.
Gem Theatre
Bolivar, Tenn.
Luez Theatre
Aberdeen, Miss.
Elkin Theatre

STARTS TUES., SEPT. 27
Gillett, Ark.
New Theatre

STARTS WED., SEPT. 28
Tupelo, Miss.
Lyric Theatre
Ackerman, Miss.
Ackerman Theatre
Houston, Miss.
Houston Theatre
Brinkley, Ark.
Haven Theatre
Trumann, Ark.
Maxie Theatre

STARTS THURS., SEPT. 29
Grenada, Miss.
Grenada Theatre

STARTS SATURDAY, OCT. 1
Lexington, Miss.
Center Theatre

STARTS SUNDAY, OCT. [illegible]
Hickory Ridge, Ark.
Hickory Theatre
Holly Grove, Ark.
Holly Theatre
Caraway, Ark.
New Thea[illegible]
Hornersvi[illegible]
Misso[illegible]
Kenne[illegible]
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[illegible]derson, [illegible]
[illegible]tate Theatre
[illegible]nford, Tenn.
[illegible]
[illegible]ke Village
New Th[illegible]

STARTS [illegible]SDAY, OCT. 4
[illegible]atesville, [illegible]
[illegible]

STARTS WED., [illegible]
[illegible]
[illegible]
Savannah, Tenn.
Savannah Theatre
Parsons, Tenn.
Rustic Theatre
Calhoun City, Miss.
Mart Theatre

STARTS THURSDAY, OCT. [illegible]
Cleveland, Miss.
Ellis Theatre
Hernando, Miss.
Von Theatre
Sardis, Miss.
Tower Theatre
Selmer, Tenn.
Ritz Theatre
Pontotoc, Miss.
Joy Theatre
Somerville, Tenn.
Fair Theatre

The Gal who Took the West

COLOR BY TECHNICOLOR

Co-starring
YVONNE DeCARLO · CHARLES COBURN
SCOTT BRADY · JOHN RUSSELL

Story and Screenplay by WILLIAM BOWERS and OSCAR BRODNEY · Directed by FREDERICK De CORDOVA
Produced by ROBERT ARTHUR · A Universal-International Picture

REMEMBER THE DATE!
DON'T MISS THE FUN!

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CHARLES COBURN
[illegible] Gal Who Took [illegible] West
World Premiere NOW [illegible]

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who Took the West

World premiered in Atlanta, Memphis, Nashville, Charlotte and more than 400 other top theatres throughout the South, "THE GAL WHO TOOK THE WEST" came off with flying colors. First reports indicate holdover business in every situation. Yes sir, it's a combination that can't be beat—a comedy Western, in Technicolor, backed by the kind of showmanship that makes the industry say: "U-I is the Showman's Buy."

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Slippery
Make Break In Arkansas
They call U-I the FRONT PAGE COMPANY!
U-I
THE INDUSTRY'S SHOWMANSHIP LEADER

Republic Lists 53

(*Continued from page* 1)

and distribution, in announcing the company's new program.

In a joint statement, Yates and Grainger emphasized that the unity between producer and exhibitor is one of the greatest milestones in film history, and one which is calculated to reflect itself increasingly in box-office receipts. Exhibitor organizations, both large and small, have already initiated plans to create the greatest market we have ever enjoyed; and this policy is being demonstrated now by the sound showmanship which is being employed to recoup the highest possible box-office returns on current product, as well as by the increasing number of theatres in the nation.

James R. Grainger

Some Are Ready

Several productions in the top group are already released or produced, among them "The Fighting Kentuckian," starring John Wayne, a John Wayne production, written and directed by George Waggner, and "The Kid from Cleveland," starring George Brent and Lynn Bari, introducing "Rusty" Tamblyn and the Cleveland Indians baseball team. Herbert Kline directed and Walter Colmes produced.

Plans are being made for the world premiere of "Sands of Iwo Jima," starring Wayne and filmed with the cooperation of the Marine Corps, which will assist in its promotion throughout the country. Edmund Grainger is the associate producer, Allan Dwan the director.

Others of the top group include: "The Avengers," starring John Carroll and Adele Mara, story of the adventures of Don Careless, Rex Beach character, recently completed by associate producer-director John Auer in Argentina.

"Rock Island Trail," being filmed on location, with the cooperation of the Chicago-Rock Island Railroad in Trucolor, directed by Joseph Kane and starring Forrest Tucker, Adele Mara, Bruce Cabot and Chill Wills.

Film Backgrounds Abroad

"Fair Wind to Java," from the book by Garland Roark. Background sheets are now being filmed in the Dutch East Indies.

"The Savage Horde," recently completed, and starring William Elliott and Adrian Booth.

Also: "The Sea Hornet," "The Captives," "Ladies of the Gold Coast," "City That Never Sleeps," to be filmed in San Francisco, "China Coast," with sequences to be filmed on the South coast of China and the island of Macao.

Four special attractions are headed by "Singing Guns," starring Vaughn Monroe, based on a Max Brand story. Ella Raines, Walter Brennan and Rod Cameron will appear in this Trucolor production.

"The Jungle Stampede," animal picture filmed in the African jungle by explorer George Breakstone.

Refurbish 'Macbeth'

"Macbeth," "refurbished" with the cooperation of industry showmen and critics.

"Belle of Old Mexico," filmed in Trucolor, with Estelita Rodriguez. Robert Rockwell and Dorothy Patrick are featured.

Roy Rogers and Trigger will appear in two special Trucolor productions, "Trigger, Jr.," and "Trail of Robin Hood." Dale Evans will appear in these productions, and so will Foy Willing and the Riders of the Purple Sage, with Pat Brady.

Rogers will also star in four other Trucolor productions: "Twilight in the Sierras," "Bells of Coronado," "Sunset in the West" and "Song of the Bandit."

Republic's new outdoor personality Rex Allen, will be launched with a special campaign centered around personal appearances of the star in connection with initial bookings of "Th Arizona Cowboy," first of his grou of five pictures. Others are: "Redwood Forest Trail," "Under Mexical Stars," "Hills of Oklahoma," and "Born in Arizona."

14 by Variety

The 14 productions in the Variety group are: "Federal Agent at Large," "Ma Barker's Boy," "Port of Missing Men," "Unmasked," "Blonde Bandit," "Secrets of the Mounted Police," "Mother O' Mine," "Pride of Maryland," "State Police Patrol," "Fligh from Fury," "Tarnished," "Park Avenue Escapade," "Eagle in Exile," "Stage Struck Co-Eds."

The "Action Group" of four Westerns starring Monte Hale and Pau Hurst are: "Pioneer Marshal," "Phantom Rider's Revenge," "Vanishing Westerner" and "The Missourians."

Eight Westerns starring Alla (Rocky) Lane and Eddy Waller are "Salt Lake Raiders," "Fightin' with Kit Carson," "Gunmen of Abilene," "Code of the Silver Sage," "Frisc Tornado," "Powder River," "Covere Wagon Raid," and "Vigilante Hideout."

The four serials are: "The James Brothers of Missouri," "Radar Patro vs. Spy Ring," "Undersea Kingdom," a re-release, and "Phantom Ruler."

Four travel shorts in a series title "This World of Ours," filmed in Trucolor, and covering Norway, Denmark, Sweden and Belgium, complet the 1949-50 program.

Review

"Down Memory Lane"

(*Eagle-Lion*)

SEVENTY-ONE minutes of keystone korn are chock-full of chuckles, dished up sizzling in "Down Memory Lane," a rare combination of old-time chases and pie-throwing with light romantic overtones, all blended by that master of mimicry and mirth, Mack Sennett.

Sennett, himself, selected four of his best known short comedies of the era just before and after the advent of sound—1928-1931—and set them ingeniously into a frame of modern sequences in which a "disc jockey" burlesques radio commercials as he introduces each "short" through a home-size television screen which fades away to full theatre size. Sennett was ably aided by producer Aubrey Schenck and director Phil Karlson, both of whom contributed some present-day additional sequences to combine the new with the old.

No attempt is made to offer anything but the broad humor and gay nonsense which typified the Sennett subjects of some 20 years ago. For the oldsters there is nostalgia aplenty in Sennett's Keystone Kops and Bathing Beauties, plus the then-quite-young Bing Crosby and W. C. Fields, Donald Novis, Gloria Swanson, Mabel Normand, Ben Turpin, Charlie Murray and innumerable others. Youngsters not familiar with the slapstick, short-subject appearances of these magic names in "silents" will be entertained by their boisterous vitality, and young and old alike will have hearty laughs throughout, if the spontaneous reactions of a well-mixed audience which witnessed Eagle-Lion's "sneak preview" at RKO's Colonial Theatre in New York are any criterion. These marquee names are certainly exploitable, but care should be taken not to convey the impression that the stars are appearing in new sequences.

Far and away the funniest of the four subjects in the production is W. C. Fields' "The Dentist," which many old-timers regard as his greatest comedy short. Ten song hits of yesteryear are sung by Crosby and Novis.

Running time, 71 minutes. General audience classification.

JAMES P. CUNNINGHAM

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16 for Monogram

(*Continued from page* 1)

Jeffrey Bernerd and James S. Burket for Monogram. The 16 pictures include five Westerns.

"The expenditure reflects exhibito demand for our pictures, as well a public interest in the type of films ou organization produces," Broidy said.

Scheduled for a September starting date is "Bomba on Pantha Island" October: "Blue Grass of Kentucky," "Square Dance Katy," "Young Danie Boone," and "Joe Palooka" in "Honeymoon for Five"; November: "Henry Does It Again," "Killer Shark," "Jiggs and Maggie Out West," and "The Giant Killer"; December "Courage of Captain Plum," "Th Bowery Boys" in "Double Date."

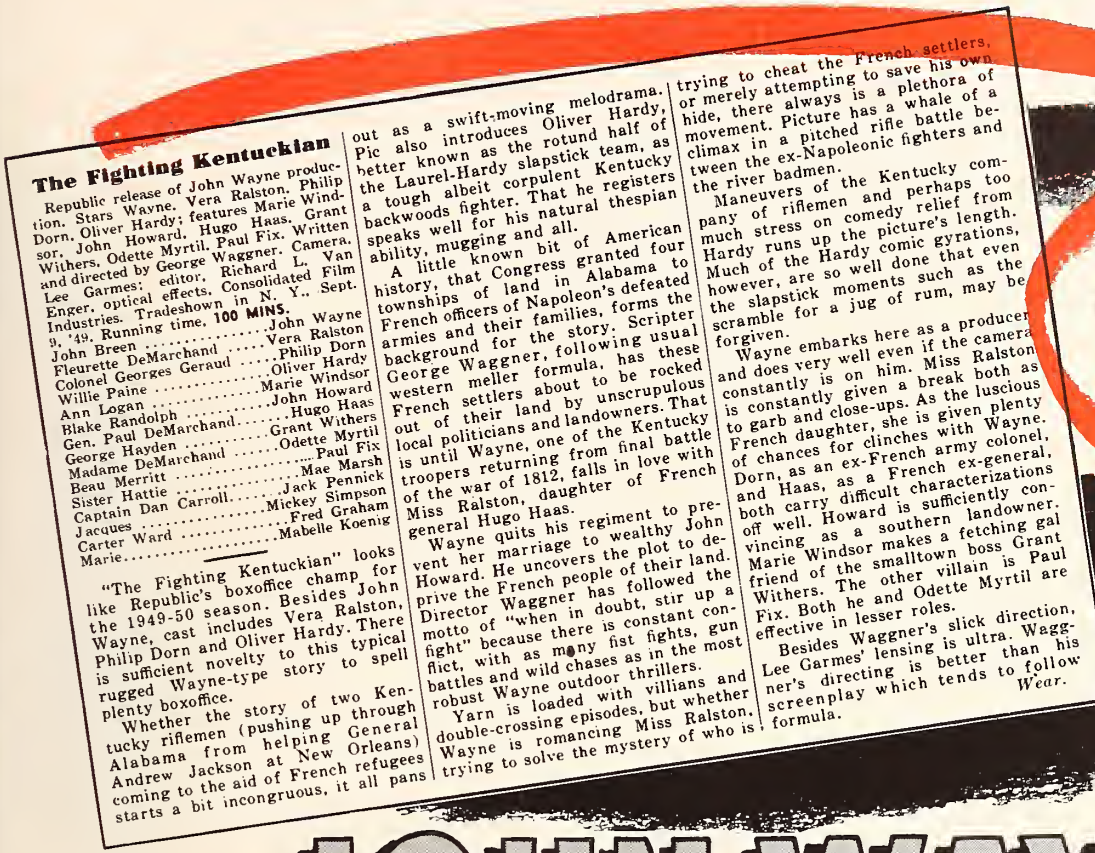
Broidy's statement said, "We fee we are heading into the most optimistic period since the wartime market Every producer on the Monogram roster will swing into activity wit not only the full capacity of Monogram stages utilized, but additiona space off the lot will be rented."

Urges Protestants Form Review Unit

HOLLYWOOD, Sept. 20.—Rev. Jame K. Friedrich, Episcopal minister, ha called upon Protestant churches t form a group similar to the Nationa Legion of Decency.

Declaring that churchmen shoul not wait for films to get more freedo and less censorship, as Samuel Goldwyn advocated at the Theatre Owner of America convention, the Rev Friedrich said he thought Protestan churchmen should organize immediately to decide what films their parishes should see.

WEEKLY VARIETY says



The Fighting Kentuckian

Republic release of John Wayne production. Stars Wayne. Vera Ralston. Philip Dorn, Oliver Hardy; features Marie Windsor, John Howard, Hugo Haas, Grant Withers, Odette Myrtil, Paul Fix. Written and directed by George Waggner. Camera, Lee Garmes; editor, Richard L. Van Enger, optical effects, Consolidated Film Industries. Tradeshown in N. Y., Sept. 9, '49. Running time, **100 MINS.**

John Breen	John Wayne
Fleurette DeMarchand	Vera Ralston
Colonel Georges Geraud	Philip Dorn
Willie Paine	Oliver Hardy
Ann Logan	Marie Windsor
Blake Randolph	John Howard
Gen. Paul DeMarchand	Hugo Haas
George Hayden	Grant Withers
Madame DeMarchand	Odette Myrtil
Beau Merritt	Paul Fix
Sister Hattie	Mae Marsh
Captain Dan Carroll	Jack Pennick
Jacques	Mickey Simpson
Carter Ward	Fred Graham
Marie	Mabelle Koenig

"The Fighting Kentuckian" looks like Republic's boxoffice champ for the 1949-50 season. Besides John Wayne, cast includes Vera Ralston, Philip Dorn and Oliver Hardy. There is sufficient novelty to this typical rugged Wayne-type story to spell plenty boxoffice.

Whether the story of two Kentucky riflemen (pushing up through Alabama from helping General Andrew Jackson at New Orleans) coming to the aid of French refugees starts a bit incongruous, it all pans out as a swift-moving melodrama. Pic also introduces Oliver Hardy, better known as the rotund half of the Laurel-Hardy slapstick team, as a tough albeit corpulent Kentucky backwoods fighter. That he registers speaks well for his natural thespian ability, mugging and all.

A little known bit of American history, that Congress granted four townships of land in Alabama to French officers of Napoleon's defeated armies and their families, forms the background for the story. Scripter George Waggner, following usual western meller formula, has these French settlers about to be rocked out of their land by unscrupulous local politicians and landowners. That is until Wayne, one of the Kentucky troopers returning from final battle of the war of 1812, falls in love with Miss Ralston, daughter of French general Hugo Haas.

Wayne quits his regiment to prevent her marriage to wealthy John Howard. He uncovers the plot to deprive the French people of their land. Director Waggner has followed the motto of "when in doubt, stir up a fight" because there is constant conflict, with as many fist fights, gun battles and wild chases as in the most robust Wayne outdoor thrillers.

Yarn is loaded with villians and double-crossing episodes, but whether Wayne is romancing Miss Ralston, trying to solve the mystery of who is trying to cheat the French settlers, or merely attempting to save his own hide, there always is a plethora of movement. Picture has a whale of a climax in a pitched rifle battle between the ex-Napoleonic fighters and the river badmen.

Maneuvers of the Kentucky company of riflemen and perhaps too much stress on comedy relief from Hardy runs up the picture's length. Much of the Hardy comic gyrations, however, are so well done that even the slapstick moments such as the scramble for a jug of rum, may be forgiven.

Wayne embarks here as a producer and does very well even if the camera constantly is on him. Miss Ralston is constantly given a break both as to garb and close-ups. As the luscious French daughter, she is given plenty of chances for clinches with Wayne. Dorn, as an ex-French army colonel, and Haas, as a French ex-general, both carry difficult characterizations off well. Howard is sufficiently convincing as a southern landowner. Marie Windsor makes a fetching gal friend of the smalltown boss Grant Withers. The other villain is Paul Fix. Both he and Odette Myrtil are effective in lesser roles.

Besides Waggner's slick direction, Lee Garmes' lensing is ultra. Waggner's directing is better than his screenplay which tends to follow formula.

Wear.

BOX OFFICE CHAMP

starring **JOHN WAYNE** as

THE FIGHTING KENTUCKIAN

co-starring **VERA RALSTON · PHILIP DORN · OLIVER HARDY**

featuring **MARIE WINDSOR · JOHN HOWARD · HUGO HAAS · GRANT WITHERS · ODETTE MYRTIL · PAUL FIX**

Music by GEORGE ANTHEIL · Director of Photography—LEE GARMES, A.S.C. · Written and Directed by GEORGE WAGGNER · A JOHN WAYNE PRODUCTION

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Fox, ATLANTA • Majestic, DALLAS and other key cities!

Demand Divorcement

(*Continued from page 1*)

plans for separation of exhibition from production-distribution.

After these plans have been filed, the government would have 60 days within which to file objections and to propose amended or alternative plans. The court would thereupon determine how any conflict would be resolved, but regardless of any further proceedings in this connection, the divorcement must be fully accomplished within the original 18-month period, under the government's proposed order.

The entire issue of divestiture of theatre properties proscribed by the U. S. Supreme Court, as apart from divorcement, is put off for a lengthy period with the possibility, as the government anticipates in its proposals, that a new contest might take place in court here in about a year and a half from now.

Year for Divestiture Plans

The government proposes that within one year from entry of the judgment, it and the circuit defendants submit plans for divestiture which would "satisfy the requirements of the Supreme Court decision." After these plans are filed, both sides would have a period of 45 days in which to file objections to the other's contentions.

It is in a memorandum in support of its proposed judgment that the government contemplates that a court hearing might be required for the reason that the government and the companies might not be in agreement on the theatres to divest.

At the hearing last spring which resulted in the court's opinion calling for divorcement, Federal Judge Augustus N. Hand directed both sides to try to settle the divestiture matter among themselves as a means of averting further litigation.

In the legal terminology used by the Supreme Court, the theatres which must be divested are "the illegal fruits of the conspiracy."

The government now states: "It is hardly to be expected that the defendants will proffer any substantial plan of divestiture, and, therefore, provision is merely made for the government to object to any plan proferred by the defendants. The court, of course, if it desires, may order a hearing on the defendants' plan either on argument or in evidence."

The government's bid apparently is for a more stringent order against Loew's, Warners and 20th-Fox than those to which Paramount and RKO consented. In the section on divorcement in its proposed judgment against the three remaining circuit defendants, the government urges that no distribution company which results from divorcement "shall engage in the exhibition business." There is no elaboration on this in the accompanying memorandum except the statement that the injunction would ensure "that there will be no combination of exhibition and distribution business." There also is the prohibition against any exhibition company resulting from divorcement from engaging in production or distribution.

Not in Para., RKO Decree

These restraints are not contained in the RKO and Paramount consent judgments, consequently both the Paramount Picture Co. and the new RKO Picture Co. are at liberty, presumably, to acquire theatres so long as no violations of the Sherman Act are involved.

The new theatre companies resulting from divorcement, says the government, should be enjoined from acquiring theatres from any other defendant company, but outside of that they may expand their theatre properties where there would be no restraints on competition, and with court approval. However, in no case may a defendant acquire new theatre properties until the required divorcement and divestiture have been completed, the government recommends.

Enjoins Common Ownership

The government's decree memorandum would prohibit, upon divorcement, "interlocking directorates, common officers and common ownership of stock as between the several parts of each major defendant, subject to divestiture." However, in the proposed decree, as apart from the memorandum which accompanies it, the injunction against common ownership of stock is against officers and directors. Thus, presumably, there would be no restrictions on common public investments in both the new exhibition and the new production-distribution companies which would be created under divorcement. There is no specific mention in the government proposals of any trusteeing of stock as provided for in the Paramount consent judgment.

As for Loew's, Warners, 20th-Fox, United Artists, Columbia and Universal, the proposed rules on distributor-exhibitor relations appear in line with previous court opinions and are not likely to come as any great surprise to the trade.

The government would permit an arbitration system "to be created at the initiative of the defendants under terms to be determined by the court."

The companies are enjoined: from fixing admission prices; from maintaining a system of clearances; from granting any clearance between theatres not in "substantial competition"; from granting any clearances in excess of what is "reasonably required to protect the licensee in the run granted"; from further performing any existing franchise, and from making franchises in the future except for the purpose of enabling an independent exhibitor to operate in competition with an affiliate or with a circuit which will be formed as a result of divorcement; from performing any formula deals or master agreements; from conditioning the sale of one film on the sale of one or more others; from licensing films "in any other manner than that each license shall be offered and taken theatre by theatre, solely upon merit, and without discrimination in favor of affiliated theatres, circuit theatres or others."

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Will Show 'Pinky' In South: Zanuck

"Pinky," 20th Century-Fox's story of a Negro girl who "passed" for white, will be distributed in the South "if we have to rent theatres to do it," Darryl Zanuck said yesterday.

"We expect to take "Pinky" to Dallas or some comparable Southern city right after its New York opening at the Rivoli, on Sept. 29," Zanuck said. "It is different from other pictures. We think people will want to see it."

'No Time for Price Hikes', Drive-Ins Say

COLUMBUS, Sept. 20.—Now is not the time for drive-ins to increase admissions, was the consensus of opinion at a meeting of 45 Ohio drive-in operators held in advance of Wednesday's formal opening of the Independent Theatre Owners of Ohio convention at the Deshler-Wallick here. Those attending the meeting frowned on the "dollar-a-car" admission plan or "lucky license" giveaways, which had been tried in scattered localities, but free admission for children was approved as excellent business and public relations.

Drive-ins will fight any local or state admission taxes, and any "exorbitant" municipal license fees. Proposals to cooperate with state and national roadside business control associations were discussed. Meeting co-chairmen were Horace Abrams, Cleveland, and Willis Vance, Cincinnati. About 60 attended a meeting of small-town exhibitors conducted by Leo T. Jones, Upper Sandusky. Urban Anderson, Uhrichsville, chairman of the Caravan committee, resigned to join Hallmark Productions.

Another for Lazarus

NEW ORLEANS, Sept. 20. — Mrs. Henry Lazarus, head of Lazarus Theatres here and co-owner of Bryan Amusement Co., Dallas, and J. A. Dicharry, operator of the local Lincoln Theatre, have let contracts for the construction of a 1,250-seat theatre for colored patronage.

Zanuck Back

(*Continued from page 1*)

ing use of blocked company funds. In the first place, if the story could be made better in Hollywood, it would be made there, Zanuck pointed out. Secondly, American stars, directors, writers and others engaged in production abroad are paid in dollars, not in blocked currencies. Thus, he said, 20th-Fox has $2,000,000 in U. S. currency in "I Was a Male War Bride," over and above what it spent on the picture in frozen funds abroad; it has $1,500,000 in "Prince of Foxes," and $1,500,000 in "Black Rose," in addition to expenditures of blocked funds. Foreign currency will provide less than one-eighth of the cost of "Two Corridors East," a story of the Berlin air-lift, Zanuck said.

To Set 14

Of the current, worldwide currency devaluations, Zanuck said: "Without knowing too much about it, its effects are hard to appraise, but if it reduces revenues then it will affect production." But, he asserted, it would have no effect on the company's production plans abroad.

He plans to set 14 new productions on the 20th-Fox schedule on his return to Hollywood. The company has 14 pictures completed and unreleased now. The studio has no plans for increasing its production schedule abnormally. Zanuck said, "As always, we will continue to produce as many as we can find stories and casts for."

The 20th-Fox production chief expressed grave concern over what he described as the current "radical drop" in grosses of even "smash" attractions after their opening stanzas.

"Costs must come down more and quality must be maintained," he said. "This is a tough business today. You have to be good at it. An exact blending of quality and showmanship is essential."

KMTA Convention

(*Continued from page 1*)

ported on the TOA convention and Kelly discussed pending legislation in the Missouri assembly pertaining to theatres.

Marie Wilson, star of Paramount's "My Friend Irma," was guest at the luncheon session. She will be honored by a reception tomorrow afternoon.

The third annual golf tournament was held Monday, with the first trophy going to Jack Braunagle and second by Paul Milberger. Tom Baldwin, Ralph Morrow and Martin Stone were on the committee handling the tournament details under the general chairmanship of Robert Shelton.

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Devaluation

(*Continued from page* 1)

threat there was heretofore was slight, although the Canadian Parliament has been said to have been planning restrictions on some other imports from the U. S. to save American dollars.

The devaluation by 10 per cent returns the Canadian dollar to its wartime status. Prior to the outbreak of World War II, on a free market, the Canadian dollar was at par with the American. Shortly after the war broke out, Canada introduced foreign exchange control and pegged its currency at 10 per cent below the American dollar. It stayed at that point until July, 1946, when the Dominion government restored the Canadian dollar to par.

Canada, which has no feature production of its own, imports some 500 yearly. Sixty to 70 of these come from the United Kingdom, a small number are foreign language imports, and the remainder come from the U. S. Latest available figure on the annual receipts of Canada's theatres is $60,000,000.

Film Stocks Off Fractionally

All film stocks, except Columbia, closed fractionally lower yesterday on the New York Stock Exchange for the second consecutive day since the devaluation of the British pound was announced, but the trend was in line with the general market action.

French Remittances Free of Franc Cut

Because the Franco-American film agreement, signed in Paris a year ago, specifies remittance to American film companies in dollars, the devaluation of the franc will have no effect on the amount France has agreed to pay annually.

Under the terms of the revised version of the Franco-American-Blum-Byrnes film accord, American companies may remit from France $3,625,000 annually for four years, at the end of which time they should have taken out all of the funds accrued in that country up to June 30, 1947. Remittance of some current balances are also provided for in the pact.

As one of the 18 nations that have joined Britain in its currency-devaluation move, France has cut at least six per cent off the franc in dollar dealings. The French cabinet fixed a new, formal franc-pound ratio of 980 to one. Using $2.80 pounds, that converts at 350 francs to the dollar.

At present, Will H. Hays is engaged in arbitrating the division of the initial French remittance payment among eight American distributors.

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Italy Producing for Market Here: Green

Production in Italy, more than in any other European country, is being centered towards the American market, Joseph Green, who heads Globe Film Distributors with Michael Hyams, asserted here. Green recently returned from an eight-week visit to England, France and Italy, where he surveyed the product situation.

Green returned with distribution rights to several productions, among them "Border Street," a Polish film, produced in Prague, which Green expects to release here by the end of the year. In England he acquired two, Herbert Marshall's "Tinker Tailer," and Nat Cohen's "Windmill Theatre Murder." In Italy he acquired Carmine Gallone's "Il Trovatore" and "Force of Destiny," the former to be released here on a two-a-day road show basis. Also acquired in Italy is a remake of "Orphans of the Storm," with Valli.

In France Green acquired two 30-minute ballet films, "Graduation Ball" and "Swan Lake." Green announced that these are the first of a series, and that Globe Films will take part in the production of futures ones. Green said 12 to 18 are scheduled for production annually.

Green said he was much impressed with films in production in Europe. He plans to return there in December.

Devaluation Benefits Envisioned by Kelly

Eventual effect of the devaluation of the English pound may prove beneficial to American distributors in foreign markets, according to Arthur W. Kelly, executive vice-president of United Artists.

Planning to leave for London next week to study the effects of currency devaluation on all UA foreign business, Kelly said here yesterday that "the devaluation of the pound is of serious concern to all film companies for three reasons, because it reduces the value of frozen pounds by 30 per cent, secondly, because of its instantaneous repercussions on other countries tied to the sterling bloc, and third, because of the effect it will have even on non-devaluing countries, which will have to make inevitable trade adjustments. However, if the end result would lead to a free convertibility of currencies and an easing of trade barriers between countries, the eventual effect of devaluation may prove beneficial," stated Kelly.

'Abandoned' Opens Oct. 5

Universal - International's "Abandoned," starring Dennis O'Keefe and Gale Storm, will have its world premiere at the Downtown Theatre in Detroit on Friday, Oct. 7 under the sponsorship of the *Detroit Times* for the benefit of the Booth Memorial Hospital Fund. Players of the picture, headed by Miss Storm, will participate in the event, in which Detroit women's clubs, social agencies and the Salvation Army will participate.

Marjorie Dawson Speaks

Marjorie G. Dawson, associate director of the Motion Picture Association of America's community relations department, has been invited to address a regional convention of 300 women's club presidents on Friday, in Chambersburg, Pa.

MPIC Campaign

(*Continued from page* 1)

bringing in out-of-town newspaper men, sending out speakers and encouraging star appearances on theatre stages as well as at community functions, he said. Reagan is president of the Screen Actors' Guild, which is a part of MPIC. He disclosed that the SAG membership is now 2,000 below normal and at a record point, indicating the effect of reduced production schedules, the transfer of production abroad and lack of a new talent influx.

The SAG head also levelled a blast at the U. S. Income Tax Bureau, declaring it "definitely discriminates against picture people." He disclosed that SAG now has a representative in Washington trying to contact Treasury officials on the matter.

Reagan said that actors are "tired of living in a gold-fish bowl" and object to gossip columnists who "precipitate marital discord, ruin reputations and make it impossible for actors to meet normal conditions and struggles of life with the good sense they have." He pointed out that much of this evil originated in the early industry publicity approach which was "anything goes as long as you spell the name right."

He said SAG is opposed to any "Finneran Plan" since "it sets up one group as a moral judge of others."

Goldwyn's Address To Go to Showmen

HOLLYWOOD, Sept. 20.—Complete copies of Samuel Goldwyn's recent address before the Theatre Owners of America convention here on the subject of film censorship will be sent to 700 regional theatre groups for discussion at regional exhibitor meetings.

Swedish Remittance Hopes Are Brighter

Now that Sweden has devalued the dollar exchange rate of the krona, American distributors have taken hope that that country will begin soon to remit on the earnings of U. S. films there.

As one of the 18 nations to join the currency devaluation move that started with Britain's slicing of the pound's dollar value, Sweden has adopted a rate of 19.3 cents per krona in place of the former rate of 27.7 cents.

As one of the many European countries that have been gripped by dollar shortages, Sweden has not remitted to U. S. film companies in about two years. In that time earnings totaling some 20,000,000 krona have accumulated to the credit of American distributors. Under the old rate of exchange, Sweden owed approximately $5,540,000. Devaluation of the krona has the effect of reducing that to about $3,860,000.

Sweden's dollar position has been vastly improved in consequence of the devaluation, it is reasoned by distribution executives here, and therefore it can be expected that American companies will make an effort to start Swedish remittances flowing.

To Revive Ontario Dimout

TORONTO, Sept. 20.—The ban on electrically-illuminated theatre signs, marquees and other advertising displays in Ontario cities will be resumed in October, according to Robert H. Saunders, chairman of the Ontario Hydro-electric Commission. He said total blackouts will not be revived.

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"FATHER WAS A FULLBACK"

SEPT. 28th — DEC. 4th

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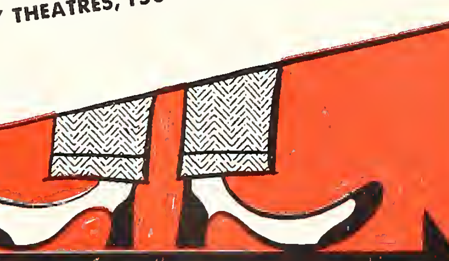

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VOL. 66. NO. 58 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 22, 1949 TEN CENTS

Selznick Will Expand Production Overseas

David O. Selznick

Declaring that the devaluation of foreign currencies will not affect his production program abroad, David O. Selznick, at a press interview here yesterday, announced an expanded film-making schedule in collaboration with foreign producers. Selznick, who leaves for Europe today, said his immediate plans are to set up joint production deals calling for two pictures a year each in England, France and Italy. He said eventually he hopes to make another six a year in Holly-

(*Continued on page* 4)

U. S. Interests Eye U. K. Theatre Video

London, Sept. 21.—American interests are joining forces with J. Arthur Rank's GB-Odeon, Samuel Seeman's Scophony-Baird television interests, and others to bring large-screen television to London theatres.

One widely circulated report here identifies Paramount Pictures as the American company joining in the move. According to this report, Paul Raibourn, Paramount vice-president, made application during his recent visit here for a license to put on television shows at Paramount's two West End theatres, the Plaza and the Carlton.

Sir Philip Warter's ABPC and

(*Continued on page* 4)

FCC Delays Ban on Air Giveaways

Washington, Sept. 21.—The Federal Communications Commission today postponed the effective date of its proposed rules banning radio giveaway "jackpots" until the courts settle the legality of the rules. They were originally scheduled to go into effect on Oct. 1, but several broadcasting companies have taken the matter to Federal Court, and the Commission's action postponing the effective date was expected.

KMTA Meet Elects Danielson as Head

Kansas City, Sept. 21.—Dale Danielson, Russell, Kan., was elected president of the Kansas-Missouri Theatre Association on the closing day of the annual convention at Hotel Muehlebach. C. E. Cook, Maryville, Mo., was elected vice-president; Leo Hayob, Marshall, Mo., secretary; and Fred Meyn of Kansas City, Kan., was re-elected treasurer.

Directors elected from Missouri are Elmer Bills, retiring president, Salisbury; Virgil Harbison, Tarkio; Glen Hall, Cassville; Jay Means, Kansas City; Frank Weary, Rich-

(*Continued on page* 4)

US Films Superior To Foreign: Breen

Kansas City, Mo., Sept. 21.—Production Code Administrator Joseph I. Breen today characterized as "poppycock" the theory of some film critics that foreign pictures are vastly superior to Hollywood productions.

Speaking to a Chamber of Commerce luncheon tribute to the motion picture industry, Breen said: "There seems to have developed among some critics a kind of snobbery which seeks to make it fashionable to sneer at American films and laud to the skies those which come from abroad. This, of course, is sheer 'poppycock.' For entertainment, for intelligent artistry, for variety and novelty of subject, for

(*Continued on page* 2)

Karson to Produce MGM London Shows

London, Sept. 21.—Nat Karson, former stage producer with Radio City Music Hall, New York, has arrived here preparatory to taking over his new appointment as producer of the stage spectacles which are to join M-G-M top product at the Empire, Leicester Square, when the theatre's new "Showplace-of-the-Nation" policy is launched at Christmas-time.

It is reported without confirmation that M-G-M will finance the elaborate stage shows with frozen sterling, under Section B of the Anglo-U. S. monetary agreement. Government spokesmen say that once permission is given for the investment of frozen funds in such an enterprise, there is nothing to prevent the remittance to America of any profits therefrom.

SEC Discontinues Financial Reports

Washington, Sept. 21.—Budget cuts have forced the Securities and Exchange Commission to stop publishing quarterly reports on sales of film companies, SEC officials revealed here today.

The report for second quarter sales, issued some weeks ago, was the last in this series, the SEC said. It has also stopped releasing its annual reports on revenue, profits and other related data on corporations listed on major stock exchanges. The only report that the SEC will continue is its monthly report on stock trading by company executives and directors.

Drive-In Services Urged for Theatres

Columbus, O., Sept. 21.—Adoption of such drive-in services as baby-sitters, free laundry, bottle-warming, pony rides and children's playgrounds was advocated as a means of checking falling business in indoor theatres by Jack Braunagel, general manager of Commonwealth Drive-In Theatres, Kansas City, in an address at the opening session of the Independent Theatre Owners of Ohio convention here. Braunagel, who said theatre-

(*Continued on page* 4)

US Proposals Spark New Decree Battle

18-Month Divorcement Demand Riles Companies

Loew's Warners and 20th Century-Fox were taken aback with the 18-month divorcement order proposed by the government and in all probability will petition the U. S. District Court here to hold the government to the five-year period which it originally suggested.

Prior to the court's divorcement opinion, the government had proposed a judgment which would have given the companies one year in which to submit plans for reorganization and a total of five years to consummate it.

(*Continued on page* 4)

High Percentages Are Suspect: ATOI

Indianapolis, Sept. 21.—Question of whether percentage and guarantee terms which are high enough to force an exhibitor accepting them to increase his admission prices are a violation of the industry decree in the Paramount case is raised in the current membership bulletin of Associated Theatre

(*Continued on page* 2)

Para. Ahead of Decree Schedule in 30 Days

Paramount expects to be "far ahead" of its divorcement and divestiture time-table within the next 30 days, by which time "several new deals" on the dissolution of jointly-owned circuits will have been consummated, it is understood.

Additionally, within the next 10 days a transaction involving the sale of the Paramount home office building here probably will be closed, it was said.

Identity of the partners with whom split-up deals are now being negotiated was not disclosed.

The company is called upon to drop one-third of its partnership houses each year from the date of the entry of its decree, last March 3, for the next three years. Paramount originally had partial interests in about 995 houses and of that number it is allowed to buy full ownership of 248,

(*Continued on page* 4)

Business Booms at St. Louis Drive-ins

St. Louis, Sept. 21.—Drive-ins in this area are enjoying a lively box-office season. Although competition has increased considerably, all drive-in grosses are exceeding their operators' expectations.

Prime factors for the boom, according to a survey of drive-in managers, include elimination of the downtown theatre parking problem, elimination of the baby-sitter problem through playgrounds for small children, and elimination of the need for patrons to "dress up."

Personal Mention

SI SEADLER, who took over advertising and publicity at Loew's during Howard Dietz's European trip and successfully discharged his many added duties with his usual aplomb, is hibernating in the Berkshires for a few days. He will return here on Monday.

•

Pete Prince, Washington; W. Godwin and Allen Woodner, Atlanta, and G. N. Alderman, M. Alderman and Harry Stern, Los Angeles, were visitors this week at the New York Variety Club headquarters.

•

Roy Haines, Warner Brothers Western division sales chief, and Jules Lapidus, Eastern and Canadian division sales chief, will return here from Chicago tomorrow.

•

Vance Schwartz, Midwest exhibitor, is due here today from Columbus, where he recently acquired the new World Theatre operated by Al Sugarman and Lee Hefhemer.

•

Alfred H. Tamarin, United Artists publicity director, and Leon Roth, promotion department head, are in Washington today from New York.

•

Anthony L. Noriega, president of the motion picture operators union of San Francisco, has been appointed to the city's welfare commission.

•

Lynn Farnol, Samuel Goldwyn Productions advertising-publicity director, will return here on Saturday from the Coast.

•

Charles Boasberg, RKO Radio North-South division manager, is visiting Toronto from New York.

•

Billy De Wolfe, Paramount player, is under observation at Cedars of Lebanon Hospital in Hollywood.

•

Duncan Renaldo, producer-star, is here from Hollywood for conferences with United Artists executives.

•

Walter Branson, RKO Radio Western division manager, is in Hollywood from here.

•

Leslie Arliss, British producer-director, is due here from London early next month.

•

Mort Spring, Loew's International first vice-president, has left here for the Coast.

•

Ned E. Depinet, RKO president, has returned here from Hollywood.

•

Robert Saxton has opened his own theatre service in Charlotte.

•

Lester Cowan is here from Hollywood.

Named 'Frisco Manager

San Francisco, Sept. 21.—C. S. Carpenter, formerly with Film Classics as office manager and booker, has been appointed branch manager for Favorite Films.

Offers 'Red Menace' As Local 'P.R.' Aid

Eldora, Ia., Sept. 21.—Suggestion that Republic's "The Red Menace," anti-Communist picture, be made the basis of local public relations gatherings sponsored by exhibitors is made by Leo Wolcott, board chairman of Allied Theatre Owners of Iowa-Nebraska, in a current membership bulletin.

Wolcott proposes that private screenings of "The Red Menace" be arranged by exhibitors for invited civic leaders, clergymen and the like in advance of the opening of the picture and that it be used as an introduction for constructive talks on the industry's good work, the theatre and motion pictures.

Myron Blank, president of Central States Theatres, had previously initiated dinner meetings in various Iowa communities at which he disseminated constructive industry information to influential townspeople.

Actors, Executives at NY 'Bystander' Party

The stars of Laurel Films' "Guilty Bystander," including Zachary Scott, Faye Emerson, Mary Boland, Sam Levene and J. Edward Bromberg, yesterday were hosts to the press at a reception given on the picture's New York set at 20th-Fox's New York studios. Film Classics will distribute.

Also attending the reception were Film Classics' general sales manager Bernard Kranze, sales executive Dan Chapman, assistant publicity manager Steve Strassberg, Laurel producers Rex Carlton and Edmund L. Dorfmann, director Joseph Lerner, Laurel controller John Arent, script writer Don Ettlinger, and others.

Names Manny Brown Manager in Omaha

Film Classics has appointed Manny Brown Omaha branch manager with supervision of Des Moines in addition.

Brown was formerly district manager for Paramount in the Central Midwest and more recently was branch manager of Paramount's Buffalo exchange. He replaces Sol Reif.

O'Dwyer Cites Vaudeville

"National Vaudeville Week," which is now being observed at the RKO Palace Theatre here, yesterday received official recogniton from the city, a proclamation issued by Mayor O'Dwyer having designated the week starting today as Vaudeville Week.

LeRoy Stone, 55

Hollywood, Sept. 21.—Funeral services for LeRoy Stone., 55, veteran Paramount film editor, were held at Santa Monica. Stone died last Thursday at his home here. He is survived by his widow, Leona, and a brother, Fred.

Dix Services Today

Los Angeles, Sept. 21.—Private funeral services will be conducted tomorrow at Forest Lawn Memorial Park, in nearby Glendale, for Richard Dix, who died yesterday of a heart ailment.

Feature Production Increases on Coast

Hollywood, Sept. 21.—The production index was given a slight forward movement with nine pictures having gone into production while eight were completed, for a total of 31 in work.

Started were: "Mark of the Gorilla," Columbia; "You're Only Young Twice," M-G-M; "Masterminds" and "Six-Gun Mesa," Monogram; "Pioneer Marshal," Republic; "Dynamite Trail," RKO-Radio; "The Gun Fighter" and "The Big Fall," 20th-Fox; "Outside the Wall," U-I. Completed were: "Frontier Outpost," Columbia; "Let's Dance" and "Eagle and the Hawk," Paramount; "The Whip" and "Dead on Arrival," UA. Completed were: "Frontier Outpost," Columbia; "Let's Dance" and "Eagle and the Hawk," Paramount; "The Whip" and "Dead on Arrival," UA; "Bowie Knife," U-I; "Locked In" and "Always Leave Them Laughing," Warners.

Pope Urges Films to 'Serve the Family'

Pope Pius XII has called upon the film industry to devote itself to the services of family unity "rather than debase itself in intrigues of divorce and separation," according to press dispatches yesterday from Castel Gandolfo, Italy.

The Pontiff, addressing members of the International Family Union received in audience, urged press, radio and films to co-operate in defending the family.

"The people feel the need of a better and higher conception of domestic life. The unexpected success of certain recent films are sufficient proof of that," the Pope said.

Magill Heads MPSC In Philadelphia

Mort Magill has been named district manager for Motion Picture Sales Corp. in the Philadelphia-Pittsburgh territory.

Prior to joining MPSC, Magill was branch manager for United Artists in both the Philadelphia and Pittsburgh areas. He will make his headquarters in Philadelphia.

Depinet to Attend ATOI Meet, Nov. 15

Indianapolis, Sept. 21.—Ned E. Depinet, RKO president, has accepted an invitation to attend the annual convention of the Associated Theatre Owners of Indiana, to be held here on Nov. 15-16. Also scheduled to attend are Abram Myers, Allied States chairman and general counsel, and William Ainsworth, Allied president.

'Irma' Sequel Planned

Hollywood, Sept. 21.—Production of a sequel to "My Friend Irma" has been announced by Hal Wallis before the original picture's release. Titled "My Friend Irma Goes West," the film is slated to go before the cameras late this year. The cast will include Marie Wilson and Diana Lynn.

High Percentages

(Continued from page 1)

Owners of Indiana. Discussing terms allegedly being asked by Columbia for "Jolson Sings Again," the bulletin observes:

"We also wonder how Columbia can escape the penalty of violating the Supreme Court's order against a forced increase in admission prices. The insistence of excessively high guarantees, or the demands of inordinately high percentage rentals leaves the exhibitor no alternative except to increase the price of his admissions.

"Because in actuality this is just as effective a manner to force an increase as any other method, we feel that the resulting uniform increases in admission prices should merit the attention of the Department of Justice," the bulletin concludes.

US Films Superior

(Continued from page 1)

dramatic impact and technical perfection, Hollywood continues supreme."

There are very few pictures made anywhere abroad that can begin to compare with Hollywood films, Breen declared. In recent months, some of the finest motion pictures made anywhere came from Hollywood, he said, and added that this is evidenced by increasing attendance at theatres showing American films, "including those theatres in most of the foreign countries whose pictures we are asked to believe are so outstandingly superior to ours."

Arthur Cole of the local Paramount branch acted as master of ceremonies, introducing Elmer C. Rhoden, Fox Midwest executive, Gael Sullivan, Theatre Owners of America executive director, Elmer Bills, president of the Kansas-Missouri Theatre Owners, actress Marie Wilson and others.

Columbia Renews Its $10,000,000 Credit

Columbia has renewed with the First National Bank of Boston, the Bank of America and the Bank of Manhattan, the $10,000,000 production credit it has had with the three banks for several years. Additionally, the company has reduced its outstanding obligation to the three institutions by retiring a previous $7,200,000 loan while borrowing at the same time $6,000,000 on the new $10,000,000 revolving credit.

Under the renewal, the Boston bank and the Bank of America each will furnish 40 per cent of the new funds. Bank of Manhattan is committed to furnish 20 per cent.

Oxford Premiere Oct. 11

Memphis, Sept. 21. — Claude Jarman, Jr., M-G-M player, and Clarence Brown, director, both native Tennesseeans, will attend the world premiere of "Intruder in the Dust" at the Lyric Theatre at Oxford, Miss., on Oct. 11, Emery Austin, Southern publicity man for M-G-M, reports. The film was made in Oxford last spring from William Faulkner's novel. The film will open at Loew's in Memphis and Nashville the next day.

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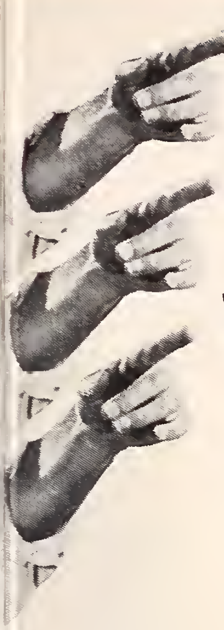

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PRODUCED BY
ANTHONY VEILLER

SCREEN PLAY BY LIAM O'BRIEN AND VINCENT EVANS WB SUGGESTED BY A STORY BY J. REDMOND PRIOR

Selznick to Expand

(Continued from page 1)

wood on the same collaboration basis, bringing the total up to 12.

Under the arrangement Selznick said he would line up the script, talent, etc., and will also participate in the financing.

Selznick asserted that the monetary devaluation will bring changes in grosses, but said he didn't know what it would do to costs.

He said that he not only intends to maintain his present SRO distribution outlets but will expand them. He also said he hopes to open up outlets throughout Germany and disclosed that he recently opened an office in Brussels.

In Europe 10 Days

Selznick expects to remain in Europe 10 days and will then return to Hollywood, with another trip to Europe scheduled for November. He then will return here by Christmas to line up his Hollywood productions.

Selznick said that although "The Third Man" has been completed under the Alexander Korda banner and that "Gone to Earth" is in production, his future production in England "will not necessarily be in collaboration with Korda." He said his Korda deals were "an expedient to meet the conversion of the pound." He said he also has substantial sums frozen in France and Italy.

Disclaiming any knowledge of the recent exchange of views in Hollywood on the Production Code, Selznick said he could not "honestly say the Code has deterred him from production." He did, however, cite one book, Graham Greene's "The Heart of the Matter," which the Code prevented him from bringing to the screen because it demanded "drastic changes." He said the Code "is flexible and is being revised from day to day," but he thought the Code should be revised in reality "to meet this day-to-day practice."

Deplores Hollywood 'Speed Up'

He said production in Hollywood "is so speeded-up that it is showing in some pictures. He declared "Hollywood is in a state of partial panic and partial boredom." He also said some independents, because of "the economics of Hollywood," have sunk to the position where they are making the kind of pictures the industry doesn't need." He said, however, that everyone would benefit if the independents are secure.

Selznick observed, in discussing economy measures, that there is not a great difference in the final net between pictures which cost "$4,000,000 and more, and pictures costing, say, $1,800,000."

Drive-In Services

(Continued from page 1)

men who "missed the boat" in the first development of drive-ins could learn from drive-ins' experience in catering to family audiences.

He said drive-ins are tapping a new market, making confirmed moviegoers of family drive-in patrons who will want to attend indoor theatres in the off season. "If such services are offered," he predicted, 2,000 drive-ins will be built by the year's end. He said 1,200 new drive-ins have been opened so far this year.

Flexible ad budgets and an increase in exploitation will help sagging receipts, said Kroger Babb, president of Hallmark Productions, who decried too much attention to buying problems to the detriment of showmanship

Abram F. Myers, National Allied counsel, urged ITO members to get the facts on irregular trade practices under the Government decree and report them to national Allied. William Ainsworth, national Allied president, said that the Government has helped theatremen to run their own business.

Hoy Russell, Millersburg, was named chairman of the resolutions committee with Horace Abrams, Cleveland, and Ernest Schwartz, also of Cleveland.

Reviews

"Miss Grant Takes Richmond"

(Columbia)

AN unsuspecting audience, let in on a preview of this attraction at Loew's 72nd St. Theatre here on Tuesday night, had a fine time and was so hilarious when the final sequence arrived that the dialogue was drowned in waves of laughter.

"Miss Grant Takes Richmond"—with its snappy title—is a comedy that succeeds in being funny much of the way and riotous, or a reasonable substitute thereof, in several sequences. Every exhibitor knows the commercial power of a comedy that clicks. This one does.

The situation is this: Lucille Ball is the attractive and very dumb gal trying to graduate from a secretarial school where William Holden finds her. He wants an unsuspecting secretary to front for his phoney real estate office while he, together with James Gleason and Frank McHugh, operate as bookies in the rear.

In her own stumbling way, the right-hearted, but vacant, Miss Ball maneuvers the reluctant Holden into a low-cost housing development with all of the attendant complications which the project suggests. The experiences developing out of the hot spot on which Miss Ball innocently places him comprise the story. A gangster overtone is provided by Janis Carter out of whose toils Miss Ball snatches Holden for a happy, romantic finish.

It ought to be understood "Miss Grant Takes Richmond" makes little sense. In fact, the goings-on are silly, far-fetched and pretty much impossible. But they are funny and destined to give audiences a good time.

Miss Ball is especially good as the dim-wit and Holden is very agreeable as her opposite number. The gags are bright, if obvious, and the timing under Lloyd Bacon's effective direction is well calibrated. Everett Freeman wrote the story and a triumvirate composed of Nat Perrin, Devery Freeman and Frank Tashlin wrote the screenplay. S. Sylvan Simon, who made "The Fuller Brush Man," produced, with Earl McEvoy as his assistant.

Running time 87 minutes. General audience classification. For October release.

RED KANN

"The Gal Who Took the West"

(Universal-International)

THE traditional Western comes in for a frolicsome lampoon in "The Gal Who Took the West." Yvonne DeCarlo, Charles Coburn, Scott Brady and John Russell head the cast of this lush Western comedy-drama presented in Technicolor with appropriate sets and costumes. The situations could have been drearily forced, but fortunately, under Frederick De Cordova's direction, they come with freshness and mirth. The picture was intended as light, relaxing entertainment of popular appeal and it cozily achieves that aim.

The story and screenplay by William Bowers and Oscar Brodney provide the format of a magazine writer who sets out to do an article about Miss DeCarlo, who, years previous, was a fabulous lady in an Arizona town. The writer corners three old codgers in the town and from each he elicits a rousing, but different yarn about the lady. What is commonly agreed upon, is that when Miss DeCarlo arrived in town as an opera star, invited to perform by Coburn, plenty of fireworks followed. It happened that Coburn's two grandson's, Brady and Russell, hated each other, but with Miss DeCarlo's arrival, the boys really had an excuse to be fighting rivals. Most of the screen's footage is taken up by the rise-and-fall battles between the two men, and there are some exciting, two-fisted ones.

Flashback scenes were worked in well by De Cordova. Miss DeCarlo's own version of the story ends the picture. Performances are adequate all around. Miss DeCarlo's singing and acting seem better than ever before. Robert Arthur produced.

Running time, 84 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

U. K. Theatre Video

(Continued from page 1)

Sidney L. Bernstein's Granada Theatres, as well as Rank's have made formal application for the right to diffuse either their own or BBC programs to paying customers. Failure of the government to relax BBC's monopoly has been delaying entry of the large circuits into television. Meanwhile, the industry is deadlocked with BBC largely because exhibitors will boycott any film made available to television.

Paul Raibourn yesterday described the London reports of Paramount's entry into large-screen television there as "premature" and denied that Paramount has applied for a theatre television license in Britain.

KMTA Elects

(Continued from page 1)

mond. Directors from Kansas are Homer Strowig, Abilene; Ralph Winship, Phillipsburg; Don F. Burnett, Larned; Gordon Holiday, La Crosse; R. R. Biechele and George Baker, Kansas City. Circuits are represented by Elmer C. Rhoden, Fox Midwest; Robert Shelton, Commonwealth; and Ed Kidwell, Theatre Enterprises.

Today Danielson reviewed points on television gleaned from the Theatre Owners of America convention, and Frank Bamford, Fox Midwest, talked on concessions. Ben Shlyen spoke on public relations. The convention closed with a banquet tonight with Joseph I. Breen as speaker.

New Decree Battle

(Continued from page 1)

In its opinion the court said it was in accord with that proposed judgment.

Attorneys here said they fail to see how the Government can now come back and ask divorcement in 18 months.

Lawyers said they also objected to the proposed injunction against the acquisition of any theatres by the production-exhibition companies which would be created under divorcement. They say this restraint was not placed upon Paramount and RKO under their decrees and would be unjust against the three remaining theatre-owning defendants.

Home office legal departments were in consultations with their downtown associates on the government's proposals yesterday. The defendants' answers to the government are to be filed by Oct. 17, with a court hearing looked for in early November.

Para. Ahead

(Continued from page 1)

Also, it may continue to own 380 of the 449 which it owns completely.

Over 200 houses were involved in Paramount's dissolution of partnerships in Paramount-Richards Theatres, Paramount Comerford, Dominion Theatres and Malco Theatres. This leaves only about 50 more jointly-owned houses to be dropped before the first year's period is completed, to meet the schedule. The impending new deal is expected to bring the company far ahead of schedule.

Meanwhile, tieing up all loose ends before its corporate reorganization takes effect on Jan. 1, Paramount has entered a consent order in U. S. District Court here which frees stockholders of any tax burdens on stock dividends declared by the new United Paramount Theatres and held in escrow under the corporation's trusteeship arrangement. Judge Edward A. Conger signed the order. The dividends will be taxable, of course, when ultimately paid to holders.

Fifty per cent of United Paramount dividends will be held in escrow until stockholders establish that they do not own any new Paramount Pictures stock, or until the trusteeship is terminated.

Stockholders in all probability will be advised of this new tax clearance in special letters which are to be sent out this week by Barney Balaban, company president.

Gamble Homeoffice Here

Gamble Enterprises' headquarters are now located officially in New York City, a change from its former site at Portland, Ore.

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VOL. 66. NO. 59 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 23, 1949 TEN CENTS

Balaban Sees Removal of Trade Barriers Abroad

Commenting on the numerous devaluations of foreign currencies, Barney Balaban, president, told Paramount stockholders in a special letter yesterday that "it is our hope that these actions will be fitted into an overall program designed to bring about freer convertibility of currencies between nations and the progressive elimination of artificial barriers in international trade."

That an all-out effort would be made, as a consequence of the devaluations, to eliminate restrictions on film sales and earning remittances abroad, was reported by MOTION PICTURE DAILY last Tuesday.

The precise nature of the anticipated organized movement to wipe out film trade restrictions abroad has yet to be mapped, although it is known numerous conversations in industry executive circles have centered on the idea.

Both Eric A. Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, are in Europe, but neither had any specific plans in this connection on their agendas before they left here, as far as is known.

Para.Split-up Progresses

Terms of the dissolution of Malco Theatres, Memphis, provide for the payment of $1,700,000 to Paramount in cash and notes by the company's partner, M. A. Lightman, it was disclosed yesterday by Paramount president Barney Balaban in a letter to stockholders. As previously reported,

(*Continued on page 4*)

Director Sam Wood Dies Suddenly

HOLLYWOOD, Sept. 22.—Producer-director Sam Wood, 66, died suddenly today of a heart attack only two hours following his admission to the Cedars of Lebanon Hospital.

His last completed picture was "Ambush," which has not yet been released by M-G-M. At the time of his death, Wood had been preparing to make a picture for Columbia. "The Stratton Story," currently being released by M-G-M, was directed by Wood.

Born in Philadelphia on July 10,

(*Continued on page 2*)

US-Europe Parleys Is Johnston's Aim, SaysSpyrosSkouras

Motion Picture Association of America president Eric A. Johnston, who now is in Europe, plans to create "in each of the film producing countries he will visit" conferences patterned after the Anglo-American film conference, it is disclosed by 20th-Fox president Spyros P. Skouras in an interim financial report sent to the company's stockholders yesterday.

Hailing Johnston's "far-sighted and constructive plan to create a better understanding with our world markets as instituted in the Anglo-American

(*Continued on page 4*)

Canadian Theatre Take Hits New High

TORONTO, Sept. 22.—The Federal government report issued today on the operations of theatres in Canada in 1948 showed a total of 1,917 theatres, not including drive-ins, which had total net receipts of $69,619,047, as compared with 1,693 theatres at the end of 1947 with grosses totalling $62,278,573. The new mark sets an all-time record for receipts which do not include amusement taxes.

In 1948 the additional ticket tax

(*Continued on page 4*)

Canadian Dollar Cut Hikes Cost of Ads

TORONTO, Sept. 22.—Chief effect of the devalued Canadian dollar on the film industry will be increased cost of advertising accessories imported from the U. S. and reduced revenue, approximately 10 per cent, from Canadian film rentals remitted to the States it is said here.

Cost of Hollywood films will be little changed because of the practice of importing negatives under temporary bond for the making of all necessary prints in the Dominion.

On the other hand, British features imported here will be cheaper.

"The Magic Island in Your Town"

An Exhibitor's Message To His Public

See Page 5

Smith, Wood Reelected

COLUMBUS, Sept. 22.—Martin Smith and P. J. Wood, in accepting reelection as president and secretary, respectively, of the Independent Theatre Owners of Ohio at the concluding convention session here today said that this will be their last year in office. Each expressed a determination to retire at the end of the new term. Horace Abrams of Cleveland is the only new member of the board of directors. He suceeds Herbert J. Ochs, also of Cleveland.

Martin Smith

Also reelected were F. W. Huss, Jr., Cincinnati, and Henry Green-

(*Continued on page 4*)

MPAA Video Group Headed by Raibourn

Paul Raibourn, vice-president of Paramount and president of Paramount Television Productions, yesterday was elected permanent chairman of the special research group of the television committee of the Motion Picture Association of America.

The group, which met here yesterday, has a study underway of the competitive effects of video on motion picture theatres, among other aspects of the new medium. In addition to the election of Raibourn, yesterday's meeting studied conclusions reached by independent research agencies in the field.

$1,066,000 Reich Surety Is Approved

MPEA 5-Month Figure Requires Okay by ECA

WASHINGTON, Sept. 22.—The Bi-Partite Board in Germany has approved a $1,066,000 guaranty for Motion Picture Export Association operations in Germany during the last five months of 1949. ECA here has not yet approved the full amount.

The $1,066,000 would be in addition to the $457,000 contract which the industry received for the year beginning Aug. 1, 1948. If approved by the ECA, it would represent a major victory for the industry, since it includes a large amount—$25,000 per picture—over and above actual raw stock and distribution costs.

Up until now, ECA has guaranteed only actual costs of showing the films in Germany. The industry has pressed for some portion of production costs or profits in addition, and the $1,066,000, which is to cover distribution of

(*Continued on page 4*)

KC Tribute To Industry

KANSAS CITY, Sept. 22.—Radio stations and newspapers here have joined in the salute to the motion picture industry initiated by the Chamber of Commerce of Kansas City at its luncheon yesterday, where Joseph I. Breen, Production Code administrator, spoke.

KCMO gave a salute on Tuesday

(*Continued on page 4*)

ProductionEconomy Levels Off at MGM

HOLLYWOOD, Sept. 22.—Having established a 20 to 25 per cent cut in production costs in recent years, M-G-M has reached a maximum point in studio economy, production chief Dore Schary reports.

He said there is nothing new that can be done to bring costs to a lower level, adding that it is now just a question of putting "economy thinking" into effect.

Schary said M-G-M has greatly reduced the amount of "wasted film," but is unwilling arbitrarily to cut down on the length of pictures.

לשנה טובה תכתבו

1949 —— 5710

Personal Mention

JOSEPH HAZEN, president of Hal Wallis Productions, and **ALFRED HITCHCOCK** are due here from London Tuesday on the *SS Queen Mary*.

•

JACK W. TUNSTILL, manager of the Malco Theatre in Memphis, has resigned to become assistant manager of Ellis Auditorium. He is succeeded by **ELTON HOLLAND**, formerly the Strand's assistant manager.

•

JULIUS STERN and **LEE WOLLBAD**, Los Angeles; **LEWIS E. BOLYARD**, Philadelphia, and **CHARLES M. FELDBEIN** and **IRVING M. FARBER**, Boston, visited New York Variety Club headquarters this week.

•

ARTHUR LOCKWOOD, Theatre Owners of America board chairman, arrived in Boston from the Coast yesterday. **SAM PINANSKI**, TOA president, is due back in Boston Oct. 3.

•

BARNETT SHAPIRO, resident attorney at Monogram in Hollywood, has returned there after two weeks in New York.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, has returned here from Kansas City.

•

E. O. **WILSCHKE**, operating manager of Altec Service, has returned here from the Coast.

Kamber Is Popkin's Eastern Ad Head

Bernard M. Kamber has been named Eastern advertising, publicity and exploitation representative for Harry M. Popkin Productions, by Edward J. Peskay, the producer's representative here.

Kamber will immediately assume his duties in connection with the following production: "The Big Wheel," "Champagne for Caesar" and "Dead on Arrival," all for United Artists release.

Industry Role in United Nations Day

Motion picture division of the National Citizens Committee for United Nations Day, Oct. 24, has completed its participation plans, Francis Harmon, MPAA vice-president, reports.

Industry contributions will include attachment of a 100-foot trailer to important features being released during the 10 days prior to Oct. 24 and coverage of United Nations Day events by the five newsreels.

To Promote 'Pinky'

A three-day series of personal appearances at Skouras, RKO, Randforce and Warner Theatres throughout the Metropolitan New York area, will be made by Ethel Waters next Monday, Tuesday and Wednesday, to promote "Pinky" Miss Waters will be accompanied by Fletcher Henderson and radio film commentator Martin Starr of station WINS.

Columbia Filming At Year's Peak

Eight pictures scheduled for the cameras in October, plus four holdovers from the September filming schedule will mark a new production peak for the year at Columbia.

On the list are: "No Sad Songs for Me," Margaret Sullavan starrer, which Buddy Adler will produce under supervision of S. Sylvan Simon; "In a Lonely Place," Santana production starring Humphrey Bogart, with Robert Lord producing and Nicholas Ray directing; "Kill the Umpire," starring Bill Bendix, which John Beck is producing and Lloyd Bacon directing, and "Fortunes of Captain Blood," starring Louis Hayward, with Harry Joe Brown producing.

In addition, Sam Katzman will produce the second of two "Jungle Jim" features starring Johnny Weissmuller, titled "Captive Girl," with William Berke directing; Wallace MacDonald will produce "Military Academy" and "Beauty on Parade," both as yet uncast, and Colbert Clark will place in work a "Durango Kid" Western, "Riders of Black Mesa," starring Charles Starrett and Smiley Burnette.

Holding over from September will be "The Petty Girl," Technicolor musical starring Robert Cummings and Joan Caulfield, with Nat Perrin producing and Henry Levin directing; the Technicolor "Rogues of Sherwood Forest," starring John Derek, with Fred M. Packard producing and Gordon Douglas directing; "A Mother for May," teaming William Holden and Coleen Gray, with S. Sylvan Simon producing and Norman Foster directing, and "Trail of the Rustlers," another "Durango Kid" Western.

Kelly Sets Foreign Distribution Deal

United Artists has concluded a deal with Societe Orientale Pour Le Commerce of Beyrouth, Lebanon, whereby the latter will distribute UA product in Syria and Lebanon for three years, it was announced here yesterday by Arthur W. Kelly, UA executive vice-president.

Details of the agreement were finalized by Kelly and Ibrahim Talmami, director-general of the SOPLC.

Plans Film on Christ

HOLLYWOOD, Sept. 22.—Producer-writer Virginia Van Upp has shifted her independent production line-up to set a film based on the life of Christ as her initial venture. She is now working on a script with Gines de la Torre, Spanish novelist. "Tolvanera," which Miss Van Upp had originally planned as her first independent film, has been moved over to a later date.

Birthday for 'Hamlet'

Universal will celebrate the beginning of the second year of the run of "Hamlet" at the Park Ave. Theatre here on Sept. 29 with a press luncheon at the 21 Club. Announcement states that "Hamlet" is the seventh motion picture in the entire history of the industry to run for more than a year in New York City.

50 Stars to Visit Disabled Veterans

Hollywood, Sept. 22.—The Hollywood Coordinating Committee and Veterans Hospital Camp Shows have set up 27 star tour routes covering 112 hospitals under a plan to take Hollywood to the war disabled. Fifty or more stars are to be recruited for the purpose. Stars set so far include Colleen Townsend, Ruth Warrick, Janis Carter and Lois Chartrand.

Showdown Due Today On Ascap Video Pact

WASHINGTON, Sept. 22.—Eight months of negotiations between Ascap and telecasters are expected to reach a climax here tomorrow at a meeting of the National Association of Broadcasters, at which either agreement or a complete impasse is due on the payment of royalties to Ascap for the use of its members' music in telecasts. The impasse would probably mean the end, at least for a time, of Ascap music in television. In extending its present working agreement with the telecasters to Sept. 30, Ascap served notice that an extension beyond that date is unlikely in the event an accord is not reached on terms of payment, to supplant Ascap's present pact permitting Ascap-music to be telecast gratis.

During the negotiations a system of paying for Ascap music on a per-program basis under a long-term contract was repeatedly explored and will figure largely in today's session.

Para., News Agrees To 10% Pay Raise

The 10-month deadlock in negotiations between Paramount News and IATSE Motion Picture Home Office Employes Local No. H-63 has been broken with an agreement which will give the reel's "white collarites" here a 10 per cent wage increase retroactive to Dec. 1, 1948, it was reported yesterday by Russell Moss, H-63's executive vice-president.

Moss reported also that the local has closed an agreement with DeLuxe Laboratories here which provides for a 10 per cent raise for its home office clerical employes. The DeLuxe pact is retroactive to last March 7.

SAG Leaders Head East for TV Confab

HOLLYWOOD, Sept. 22.—A delegation of Screen Actors Guild officials will leave here over the weekend for New York to continue discussions with Eastern talent unions on the organization and administration of the television field. Earlier discussions held here were recessed on August 7 to allow delegates to confer their governing bodies.

Included in the SAG group are Ronald Reagan, Dana Andrews, Lee Bowman, Richard Carlson, Jon Dales, Jr., Kenneth Thomson, and Buck Harris.

Director Sam Wood

(*Continued from page 1*)

1883, Wood entered the film industry in the "silent" days. Others of his recent pictures are "For Whom the Bell Tolls," "Casanova Brown," "Saratoga Trunk" and "Guest Wife."

Funeral services will be held Saturday at the Church of the Recessional, Forest Lawn. The widow, Clara, two daughters, Jean and Gloria, the latter known professionally as K. T. Stevens, survive.

Ernest Morrell, with M-G-M for 28 Years

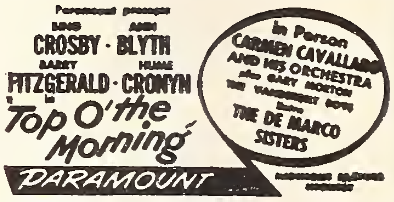
Ernest Morrell, who has been with M-G-M for 28 years, died yesterday at Beth David Hospital, following a brief illness. He was born in New York City on Jan. 10, 1889. For the past several years he was a member of the M-G-M sales department here. He is survived by the widow, Josephine, and a son, Robert, who is an M-G-M salesman in Cincinnati.

New Jersey 'IA' to Meet

IATSE District No. 14, composed of local unions throughout New Jersey, will hold its annual convention at the Greater Pittsburgh Hotel, Atlantic City, on Sunday, one day prior to the opening of the New Jersey State Federation of Labor convention at the Ambassador Hotel there. Fourth International vice-president James J. Brennan has been assigned by "I A" President Richard F. Walsh to preside at the district convention.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION



JOHN WAYNE
"THE FIGHTING KENTUCKIAN"
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

RICHARD CONTE . VALENTINA CORTESA . LEE J. COBB
"THIEVES' HIGHWAY"
A 20th Century-Fox Picture
ON VARIETY STAGE—Ed. Sullivan —his
"TOAST of the TOWN" TELEVISION REVUE
"HARVEST MOON BALL" WINNERS
Plus Big Ice Show!
ROXY 7th Ave. & 50th St.

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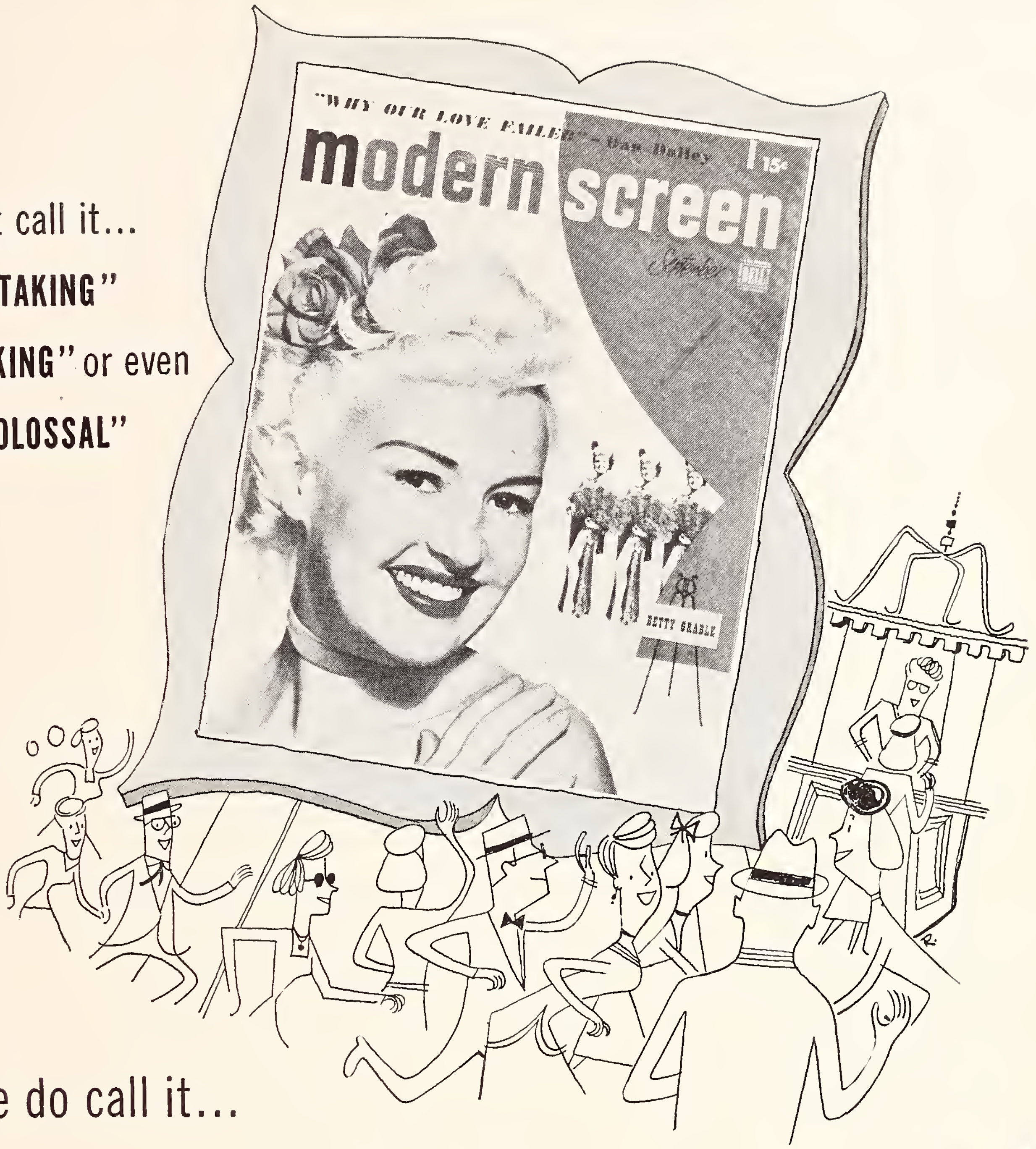
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**Circulation figures submitted to ABC. January-June, 1949.*

Para., Lightman

(*Continued from page* 1)

Paramount emerged with nine of the Malco houses as wholly-owned, with the remaining 41 going to Lightman. It had been a 50-50 partnership.

The break-up of Dominion Theatres, Richmond, partnership involved no cash transaction, Balaban also reported. Under this deal Paramount took 100 per cent ownership of the three largest houses of the circuit with the remaining 12 going to Hunter Perry, from whom they were subsequently acquired by Neighborhood Theatres of Virginia.

Other Tentative Agreements

Balaban confirmed that the corporation is making good progress in meeting the partnership dissolution provisions of the consent decree which was entered in the industry anti-trust suit. He reported that "tentative agreements have also been reached with the partners of other affiliated companies. If and as these transactions are consummated we will have more than met the first year's requirements of the consent judgment."

Since the decree was entered Paramount has also split with E. V. Richards, Jr., New Orleans, and Comerford, Scranton. A total of 215 theatres had been operated by all four joint companies and from that figure Paramount will wind up with 61 as wholly owned. Paramount bought out Richards' partial interests in 80 houses but must dispose of its holdings in 44 of these. Paramount also must sell one of the 14 theatres which it acquired from the Comerford group, which originally totalled 70.

Keeps 61 Completely

Thus, with 36 from the Richards operation, nine from Malco, 13 from Comerford and three from Dominion, Paramount will have 100 per cent ownership of 61 houses whereas it had partial interests in 215.

Paramount must dissolve one-third of its partnerships each year from the date of entry of the decree, which was last March 3, for the next three years. At the starting point it had partial interests in 995 houses and of that number it is allowed to acquire 248 as wholly owned. Also it may continue to operate 380 of the 449 which it fully owns, the balance of 69 is to be disposed of.

As for the wholly-owned houses which must go, Balaban said "we have progressed to the point where active steps may soon be commenced to conform those situations to the requirements of the consent judgment."

Smith, Wood

(*Continued from page* 1)

berger, Cleveland, vice-presidents; Leo Kessel, Lancaster, treasurer, and board members Myer S. Fine, Cleveland; Nat B. Charnas, Toledo; P. M. Wellman, Girard; C. F. Pfister, Troy; Joseph Shagrin, Youngstown; Roy Wells, Dayton; L. F. Eick, Martins Ferry; Willis Vance, Cincinnati; Jerome G. Steel, Oberlin; Edward L. Biggio, Steubenville, and Roy L. Russell, Millersburg.

Benjamin Berger of North Central Allied, Minneapolis, was unable to appear because he missed a plane connection.

Trueman Rembusch declared television in the Midwest has been negligible to date. Cincinnati is favored as next year's convention city.

Review

"Spring in Park Lane"

(*Wilcox-Neagle—Eagle-Lion*)

A ROMANTIC comedy of many delights and subtleties for the discriminating filmgoer has been sent here from England by producer Herbert Wilcox. During its run in England, "Spring in Park Lane" is said to have enjoyed an immense popularity. Anna Neagle and Michael Wilding (the latter starring currently in "Under Capricorn"), head the cast of the whimsical tale, with support coming from Tom Walls. Like all good British pictures, it has some superbly-etched characterizations. Nicholas Phipps has put into his screenplay some trenchant lines on an adult level, but occasionally some of them are lost in the thickly-accented British delivery of some of the players.

Most of the comedy derives from the fact that Miss Neagle, an aristocratic lady, falls in love with the footman at her uncle's mansion, much to the consternation of many involved. Wilding, however, is no ordinary footman. He's dashing, debonair, and always stepping out of his proper place, insofar as some of the stuffed shirts and blue-blooded guests are concerned. The explanation for this untoward conduct is learned eventually, as Wilding turns out to be a lord. The reason for the passing masquerade is a peculiar set of circumstances.

Wilcox directed in a sophisticated manner. There is an amusing excursion into a jitterbug session as well as a dream sequence in which the romantic leads do a whirling dance. Walls as the eccentric millionaire uncle, is deliciously droll. Among the supporting players are Peter Graves and Marjorie Fielding. A Wilcox-Neagle production, it was based on a story by Alice Duer Miller.

Running time, 91 minutes. Adult audience classification. For October release.

MANDEL HERBSTMAN

Chances Better for Theatre TV Hearing

WASHINGTON, Sept. 22.—At least three of the seven members of the Federal Communications Commission, including chairman Wayne B. Coy, have indicated their willingness to hold hearings on the film industry's request for theatre television.

The commissioners, whose names cannot be revealed, indicated their willingness in recent conversations with industry attorneys.

While the three could presumably be out-voted, it would take the solid vote of the other four commissioners to do so. This is considered unlikely. Industry lawyers are trying to work up plans for a common presentation to the FCC.

While the FCC could announce its stand any day now, it has been assumed that nothing would be done on theatre TV petitions until after the television broadcast hearings which start here Monday and will last well into October.

Meanwhile, material for a Radio Manufacturers Association presentation of united radio and television manufacturer recommendations at the forthcoming television hearing before the Federal Communications Commission has been approved by the RMA's board of directors. RMA President R. C. Cosgrove has been authorized to make the industry presentation to the FCC as one of the first witnesses at the hearings, which start Monday on proposals for expanding television service. Cosgrove will also present to the FCC a technical analysis on several proposed color television systems.

Legion Reviews Four, All Unobjectionable

Four additional films have been reviewed by the National Legion of Decency. In Class A-I are RKO Radio's "The Adventures of Ichabod and Mr. Toad," and M-G-M's "The Red Danube."

In Class A-II are Columbia's "Miss Grant Takes Richmond," and 20th Century-Fox's "Oh, You Beautiful Doll."

Canadian Theatre

(*Continued from page* 1)

levy totalled $13,622,459 which means that theatre patrons paid a total of $83,241,506 for film entertainment during the past year. The total for 1947, inclusive of taxes, was $78,653,799.

The 508 theatres in Ontario were far out in front in comparison with other provinces with grosses totalling $29,504,602 for 1948 and an additional tax total of $5,825,632. The 358 theatres in Quebec grossed $16,000,000 with amusement taxes adding another $3,000,000.

Bingo Competition Ends in Nebraska

OMAHA, Sept. 22.—Theatremen are partially responsible for the state's ban on bingo, which, as a severe competitor to theatre box-offices, has drawn as many as 40,000 persons weekly in this city alone.

Exhibitors had complained to state Attorney General James Anderson, who issued the order.

Grainger Sets Two Films

HOLLYWOOD, Sept. 22.—Edmund Grainger will follow "Sands of Iwo Jima," now in production, with "China Coast" and "Fair Winds to Java," for Republic. Garland Roark, author of "The Wake of the Red Witch," also wrote the latter story. "Sands of Iwo Jima," starring John Wayne, is slated for release in January.

250 'Capricorn' Dates

Warner Brothers' "Under Capricorn" will open day-and-date in 250 Latin and South American theatres, including such showcases as the Palacio, Buenos Aires; Globe Rio de Janeiro; Central, Lima; Cine Rex, Sentiago; Teatro Chino Mexico City.

SMPE to Meet Sept. 27

Film problems in television will be discussed at the Atlantic Coast sectional meeting of the Society of Motion Picture Engineers on Tuesday at National Broadcasting headquarters here. R. B. Austrian, television consultant, will be moderator.

Reich Surety

(*Continued from page* 1)

35 features during the five months, would give the industry a comparatively large amount toward original production costs or profits. The $457,000 covered 52 features and 52 shorts.

Indications are that there will be no decision at ECA for two weeks or better, since ECA is still trying to make up its mind whether the national interest will be served any better by guarantying anthing beyond actual distribution expenses. The full industry request was forwarded for approval by the ECA to the Bi-partite Board so that once an ECA decision is made, there would be no delay in putting the contract into effect. Now that the Bi-partite Board has approved the full amount, the contract can go into effect just as soon as the ECA decides how much to give the industry. One factor being studied by ECA is the plans given by individual companies for operations in Germany after the first of the year.

US-Europe Parleys

(*Continued from page* 1)

conferences last March," Skouras asserted that "with the backing of our own government, intelligent business statesmanship can now be applied in orderly fashion to bring about a better understanding with all film producing countries with the hope of substantially lifting restrictions, thereby again permitting the free trade that once existed."

Skouras said that he believes Germany eventually will be the third greatest film market in the world. He added that 20th-Fox is looking forward to the time when foreign income will be equal to that of the U. S.

Tribute to Industry

(*Continued from page* 1)

night, telling of Kansas City's Film Row, film distribution, and the scope of the industry. KMBC devoted its Wednesday night "Kansas City" period to a report on the luncheon, and an interview with Breen in which he told of the administration of the Production Code and development of the present policy of checking pictures from the selection of stories through to script and production.

WHB is devoting a period each evening for a week to reports on the industry as presented at the luncheon in a special brochure. Other stations reported on the Chamber's salute and Breen's remarks on the innumerable letters from professional, racial, trade and social groups received by the Code Administration.

At the banquet of the Kansas Missouri Theatres Association last evening, Breen invited exhibitors to communicate with him if they see anything offensive in pictures.

Record Profit for GUT of Australia

Greater Union Theatres of Australia had net trading profit after taxes of £134,684 for 1948, Norman B. Rydge, chairman, told stockholders at their recent annual meeting in Sydney. Result was the best in the company's history, Rydge said.

The company now owns or controls 121 theatres in Australia. In addition, its operations include distribution, equipment and supplies, production, laboratories and 16mm. activities.

An Exhibitor's Message

To His Public

THE MAGIC ISLAND IN YOUR TOWN

THE THEATRE is a beckoning island in a world tormented with hurry and cares.

Only a step and you have come into a place as far as any palm fringed, flower scented atoll of the blue South Seas, into an atmosphere as soft as twilight in the Vale of Kashmir, into a hall of magic as wonderful as the Grand Vizier's palace in storied Baghdad.

Movie magic makes it so.

The theatre is a Treasure Island, too. It is laden with allures, as rich and real for their hour as any loot that ever poured through pirate hands toying with a trove of gems and doubloons.

☐ For youth there is adventure and romance, love and thrills—a brimming, sparkling glass for eager lives all athirst.

☐ For maturity there is all that, and added footnotes of experience, grave and gay.

☐ For the old there is happy remembering and, at times, the balm of forgetting.

☐ For everybody there is beauty, color, music, sometimes laughter, sometimes dewy-eyed emotion.

For your entertainment the talents of the world have been sifted and brought to gleam as gemstones of stardom in settings of drama and story produced with lavish skill and all the miracles of the arts and the sciences.

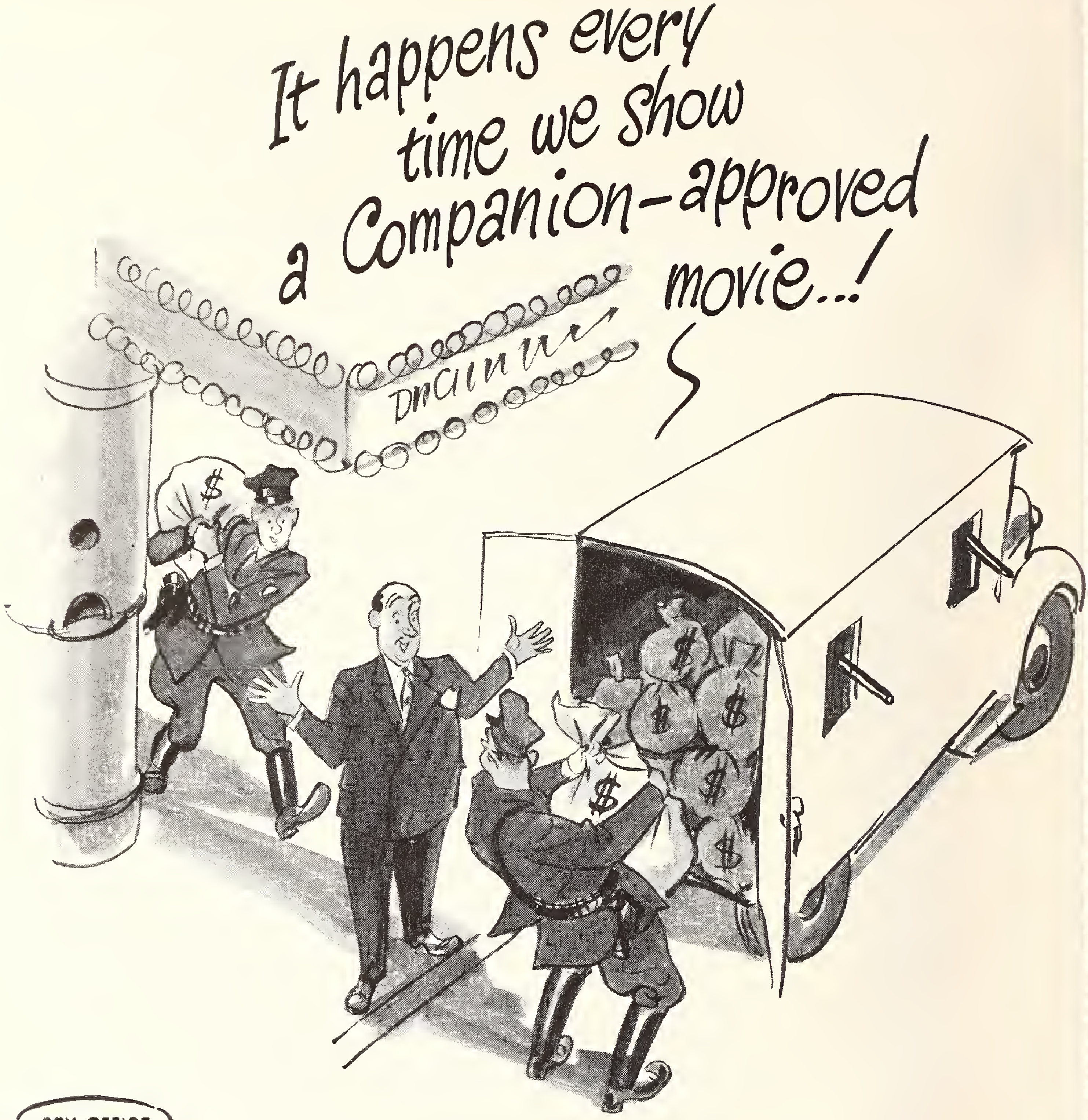
The gifted, the beautiful, the alluring, the glamorous—all that diligent search can find, are assembled into that endless stream of fact and fancy that flows across your theatre screen.

The millions spent in this pursuit are all royally yours, in this democratic art, for the time you elect, at the price you pay for a seat.

Never has so much been yours for so little.

MOTION PICTURE HERALD ■

(Reprints of this message are available to Exhibitors. Address: Motion Picture Herald, 1270 *Sixth Ave., New York* 20, *N. Y.)*


It happens every time we show a Companion-approved movie..!

Ailing box offices get a quick hypo when the COMPANION gives its millions of readers the "don't miss" tip on a new film. Which explains why movie magnates stimulate the stream of dollars by investing in more pages of advertising in the COMPANION than in any other woman's service magazine!

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 60 NEW YORK, U. S. A., MONDAY, SEPTEMBER 26, 1949 TEN CENTS

20th-Fox 4-Week Sales At New High for Company

Rounding out the first four weeks of its 18-week domestic sales drive over the weekend, 20th Century-Fox claims to have played off 49,104 feature bookings, representing an increase of 22 per cent over the comparable period last year and at the same time to have written 37.30 per cent more new feature business. The four-week period, marking the inaugural of autonomous selling by the field force, is described as the greatest in the company's history.

September revenue is reported running 54 per cent ahead of August and 47.40 per cent ahead of September a year ago. Moreover, the week ending Saturday, during which the sales force sought a record by way of signalizing Darryl F. Zanuck's return from Europe, is said to be the biggest in the last two years, with the exception of the week ending March 26, 1948.

All of this activity is part and parcel of the "Branch Managers' Testimonial Drive" which got under way on Aug. 28 and will continue until Dec. 31. It

(*Continued on page 5*)

AFL Council Moves Vs. Overseas Prod.

Hollywood, Sept. 25.—A meeting of the AFL film council tomorrow will take up the problem of American production going abroad, and will take under advisement several proposals made by a special committee which met here last Thursday.

Chances for a boycott of these so-called "runaway" pictures are unlikely, according to John Lehners, chairman of the council's foreign production committee and head of the Screen Editors Guild. Several plans are to be considered, and it is likely that the

(*Continued on page 5*)

Fred Gluckman New NuScreen Field Head

Chicago, Sept. 25.—Herman Gluckman, president of Nu Screen Corp. has arrived here from Los Angeles to attend the TESMA trade Show. He announced the appointment of Fred Gluckman as company field service director on additional Glascreen installations in theatres of the Interstate Circuit in Houston, Fort Worth, San Antonio and Austin.

Gluckman reported efforts are now underway to complete a Glascreen installation at the Oriental Theatre here in time to allow exhibitors attending the TESMA Show to see it.

20th's Sales Heads Meet

Two-day conference of 20th Century-Fox sales executives, called by Andy W. Smith, Jr., sales vice-president, will begin here today at the company's home office. Division and branch managers of New York State, the Mideast, New England and Southern territories will attend. They will hear announcement of plans for the launching of "Prince of Foxes," see several of the company's new features, and discuss distribution plans for the coming season. Presentation of the campaign for "Prince of Foxes" will be made by Charles Einfeld, vice-president in charge of advertising-publicity.

Division sales managers attending the sessions are Martin Moskowitz, New York; E. X. Callahan, New England; Howard G. Minsky, Mideast, and Harry Ballance, the South.

(*Continued on page 5*)

Lippert Slates Three Regional Sales Meets

Hollywood, Sept. 25.—Three regional sales meetings have been set for the next two weeks by Lippert Productions to discuss the coming year's product and sales policies. Robert Lippert, president, and Arthur Greenblatt, general sales manager, will preside at all three meetings. The first will be held at the Warwick Hotel, New York, on Sept. 27-28.

Exchange heads from Boston, Philadelphia, Buffalo, Pittsburgh, New York and Washington will attend. The second will be at Chicago on

(*Continued on page 2*)

SAG Sharply Opposes TV Talent Plan

By CHARLES L. FRANKE

Outspokenly fearful that it would be seriously weakened or possibly destroyed under the plan which has been drafted for joint administration of talent in the television field, Screen Actors Guild began over the weekend to arm itself with the arguments it hopes will prove effective in winning reconsideration of the plan by other member units of Associated Actors and Artistes of America at a meeting scheduled to be held here on Thursday.

The East-versus-West split in AAAA over the proposed union

(*Continued on page 5*)

'Indie' Retreats from Frozen Funds Project

Hollywood, Sept. 25.—One of four independent producers who planned to pool frozen currency in England for production of one film there has withdrawn, Gunther Lessing, Society of Independent Motion Picture Producers board chairman revealed over the weekend, but three are still willing to go ahead providing that the British government gives assurances that no further obstacles will be put in the way, he added.

Lessing cited as an example a two-week "vacation" by British studio workers that interrupted production.

TESMA Meeting and Show Promise to Set Records

(Directory of TESMA Exhibit Appears on Page 4)

Chicago, Sept. 25.—The fourth joint convention and exhibit of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association opening at the Stevens Hotel here Monday for three days promises to be the biggest show of its type in the history of the industry, Roy Boomer, TESMA secretary-treasurer, reports.

Twenty-nine new members have joined the association in the past year, making a total of 122, compared with 93 last year. Exhibitor space in the mammoth exhibition hall in the lower level of the Stevens will be occupied by 96 equipment firms, while table space has been reserved by seven companies. Several firms were turned down at the last minute due to lack of space, Boomer reports. An esti-

(*Continued on page 4*)

PRINT SHORTAGE RELIEF IS LIKELY

But Distributors Say Costs Prohibit Full Supply for Choice Films

By GENE ARNEEL

Some steps are being taken to relieve the current limited supply of prints but a complete solution of the problem is unlikely in the immediate future, distribution executives here asserted at the weekend.

They said there was also some prospect, however dim at the moment, of getting back to uniformity in clearances and availabilities in lieu of the present variances which theatremen claim to be disconcerting and, basically, a burdensome business practice.

The print "shortage" is in the "scheme of things," sales officers here said. The reasoning given by all queried on the subject was uniform: early delivery of prints is always demanded when the picture promises to be especially successful; on the more modest type of picture the eagerness for the print does not exist. They said any substantial increase in the number of prints developed—generally

(*Continued on page 5*)

Ascap-TV Agree; Up Rates 10% Over AM

Washington, Sept. 25.—Television broadcasters have agreed to Ascap's proposal for blanket licenses for television stations and have appointed a special subcommittee to continue negotiations for terms on per-program licenses.

The National Association of Broad-

(*Continued on page 5*)

Freeman Heads Coast Charity Fund Drive

Hollywood, Sept. 25.—Y. Frank Freeman, Paramount production head, has been elected chairman of Hollywood's fifth annual united appeal in the $1,350,000 fund-raising campaign for the industry's Permanent Charities Committee. The drive will get underday in October.

Edward Arnold, executive vice-president and treasurer of the committee, reports that the complete, year-round operating expenses of the committee has been set at $51,920, or 3.8 per cent of the goal, representing a decrease from the past several years.

Personal Mention

WILLIAM WYLER will arrive in New York today from the Coast.

•

INGE INVARSON, president of Kungsfilm Productions, is here from Stockholm to survey Hollywood filming technique, select some productions for Swedish distribution, and negotiate the release here of Kungsfilm's latest, "Gatan."

•

CHARLES B. FOGLE, formerly roving maintenance chief for M-G-M branch operations, has rejoined the San Francisco branch as office manager, replacing JOHN COYNE, who has been given another assignment.

•

HARRY BIBEN, T. GILLIS, CURT M. FRITE, Philadelphia; DAVID H. TUCKMAN, Washington; CHARLES GODWIN and EARL JOHNSON, Atlanta, were visitors at the New York Variety Club at the weekend.

•

STEVE BROOKS, art editor of Warner Brothers studio publicity department, was married last week to TITA EAGER, of Phoenix, Ariz.

•

HAROLD MALONEY, managing director of Loew's Poli Palace Theatre, Worcester, Mass., is at Massachusetts General Hospital, Boston.

•

SILAS F. SEADLER, M-G-M advertising manager, will return here today from a long weekend at North Barrington, Mass.

•

H. M. RICHEY, exhibitor relations head for M-G-M, has returned here from Columbus, O.

•

DUNCAN RENALDO, co-producer and star of the "Cisco Kid" films, left here Saturday for the Coast.

•

JOSEPH H. LEWIS, King Brothers director, returned to the Coast from New York over the weekend.

•

BARRETT KIESLING, M-G-M studio publicity representative, will arrive here today from Boston.

Lang Heads Agency

Jennings Lang, Mary Baker and Phil Gersh have been elected partners and stockholders in the Sam Jaffe agency, with offices in Hollywood and New York. Other branches are being considered for Europe. Lang becomes president, with Mary Baker as vice-president in charge of the literary department and Gersh as vice-president in charge of talent. Jaffe will remain active as chairman of the board.

Eases Standee Rule

ALBANY, N. Y., Sept. 25.—Albany theatres received word today of easing by the police of a six-week ban on standees, according to a theatre spokesman. Henceforth, standees will be permitted he said, in the rear and in lobbies, provided aisles are kept clear. Individual managers will be held responsible for maintenance of non-hazardous conditions.

Reade Drive-ins Get 'Anti-Chill' Service

Because of cooler fall nights, the four Walter Reade drive-in theatres in New Jersey and New York have inaugurated a unique "anti-chill" service. Every car entering each drive-in is given a coupon for one free gallon of gasoline, to compensate for the gasoline that is used to run the motor and operate the car heater.

The drive-in managers have made arrangements with local gasoline stations to share the cost on a cooperative basis.

Set 4 'Battleground' Openings in Belgium

Simultaneous premieres for M-G-M's "Battleground" in four Belgium theatres have been set for the same day the picture opens, on Nov. 11 at the Astor on Broadway, with the possibility that a fifth house, in Brussels, may join.

Two of the theatres are at Bastogne, where the famous battle depicted in the film actually took place. The others are in Liege and the city of Luxembourg.

5 Reade Theatres Resume Vaudeville

Vaudeville, increased from five to seven acts, will be resumed at five theatres of the Walter Reade circuit, beginning Oct. 10. The shows will play one-day stands, opening Tuesdays, at the Oxford, Plainfield, N. J., and moving on each day to the Paramount, Long Branch, N. J.; Majestic, Perth Amboy, N. J.; Broadway, Kingston, N. Y.; and on Saturdays at the Congress, Saratoga Springs.

Miss Mary Quigley, Edouard Eller Wed

Miss Mary Ellen Quigley, daughter of Mr. and Mrs. Martin Quigley, and a member of the editorial staff of *Motion Picture Herald*, was married on Saturday to Mr. Edouard de la Barre Eller, at the Church of St. Ignatius Loyola, New York City.

Mr. Eller is a member of the Legal Department of the Federal Reserve Bank of New York.

To Release Religious Film

HOLLYWOOD, Sept. 25. — December release of a feature color film being made of the Hollywood Pilgrimage Play is planned by Preferred Pictures, which has obtained world rights from the Hollywood Bowl Association. Still in the shooting stage, the picture is being produced by Roland Reed and directed by Frank Strayer.

Gets Radio Show Rights

HOLLYWOOD, Sept. 25.—Robert Stillman has acquired the screen rights to the popular radio show "Queen for a Day," and has scheduled it for one of three films for Stillman Productions.

NEFC Winding Up Final Legalities

National Exhibitors Film Corp. is currently preparing registration certificates for filing with all state governments. The filings were described yesterday as being among the "few legal prerequisites" which have to be completed before the new production financing company actually commences operations.

A company official said NEFC is on the brink of having the minimum $2,000,000 in stock subscriptions required under its charter to permit it to begin business.

A date has not yet been set for a meeting of stockholders, but one will be set as soon as the stock subscription minimum has been reached and the stock is issued. The stockholders meeting will be for election of directors, who will then meet to elect officers.

88 Out at Pinewood In Economy Move

LONDON, Sept. 25.—Pressing its economy drive further, the J. Arthur Rank organization dismissed 88 more men at its Pinewood Studio on Friday, with another batch scheduled to be laid off at the end of this week.

In addition, all workers receiving wages higher than the union scale have been told they must accept cuts or leave. The National Association of Theatrical and Kine Employes accepted the ultimatum but the Association of Cinema Technicians says it will fight the move.

Open Sunset Studios For Video and Films

HOLLYWOOD, Sept. 25.—New Sunset Studios have been opened here by M. A. Lewis, Los Angeles investment broker and realtor, to service television and film producers. The studios occupy 25,000 square feet, and have four sound stages plus full facilities.

Estes to Publicize Dinner

Bernard Estes, industry public relations consultant, has been appointed publicity director for the Motion Picture Pioneers 10th anniversary dinner, to be held Nov. 16, at the Waldorf-Astoria. A meeting of the board of directors has been called for this afternoon by Jack Cohn, president, where the general chairman for the dinner will be named.

UK Gov't Sues Disney

HOLLYWOOD, Sept. 25.—The British Government has filed suit against Disney Productions for having employed Bobby Driscoll in the picture "Treasure Island," now being filmed in London. Complaint charges that the casting of Driscoll, who is under 13, is an offense.

Movielab Expanding

Movielab Film Laboratories, Inc. has moved to larger quarters here and has streamlined its operations, adding new equipment and additional personnel, according to S. Jeffee, president.

Newsreel Parade

OPENING of the UN General Assembly and the devaluation crisis in England mark current newsreel highlights. Other items include big fire in Paris, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 77—UN general assembly opens. Vice-president Barkley on U. S. reclamation. Labor parade in Athens. "Sweater Girl" of '49. Parachute dog. Weight lifting. Yacht racing. Danish gymnasts.

NEWS OF THE DAY, No. 207—Pound devaluation. Vishinsky and the UN. Barkley hails aid to West. Mummy from Peru. Fire in Paris. "Sweater Queen." Gymnasts.

PARAMOUNT NEWS, No. 10—UN general assembly opens. King Abdullah in Spain. The story behind devaluation. Navy previews fire-proof suit. Remove wraps from mummy. Germany high-wire stunts.

TELENEWS DIGEST, No. 38-B—UN general assembly opens. U. S. ships visit Spanish ports. Ceremonies for Norwegian patriots. Money crisis in England. Films of U. S. soldier who escaped Russian zone prison in Germany. Mexicans attend Jose Clemente Orozco funeral. National "Sweater Queen." Pancho Gonzales turns "pro" in tennis.

UNIVERSAL NEWS No. 285—UN ask Russian cooperation on atom. Money: devaluation of pound shocks world finance. News in brief: French fire; sweater fashions, Ryder Cup, tuna fishing.

WARNER PATHE NEWS, No. 12—UN general assembly opens. McQuire air base dedicated. Barbara Hutton arrives. Two-ocean premiere of "Task Force." "Sweater Queen." Acrobats. Football.

Lippert Slates Three

(*Continued from page 1*)

Sept. 30 and Oct. 1, with top branch personnel from Atlanta, Cincinnati, Charlotte, Chicago, Dallas, Detroit, Des Moines, Indianapolis, Kansas City, Milwaukee, Minneapolis, New Orleans, Oklahoma City and St. Louis attending. The third, at San Francisco on Oct. 7-8, will cover exchanges at Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle.

Lippert announced he has acquired the Screen Guild exchange in Kansas City from Julian King.

The present manager, Happy Gaffney, is retained. King retains his franchise in Des Moines. Lippert recently acquired the Dallas and Atlanta franchises and three others in Detroit, Cleveland and Cincinnati.

Levy, Zimbalist Buy Cartoon Film Rights

HOLLYWOOD, Sept. 25.—"Bozo the Clown" cartoon rights have been secured by Laffytoon Productions from Capitol Records for the production of a series of 13 short color subjects.

Laffytoon is headed by cartoon director Alex Levy and Al Zimbalist, former Film Classics national advertising-publicity director. Production of the series is scheduled to begin here in about three weeks.

Morrell Services Today

Funeral services will be held at one o'clock today for Ernest Morrell at Walter B. Cooke's 150th-and-Hillside Jamaica Funeral Chapel. Morrell, who had been with the M-G-M sales department here for 28 years, died Thursday following a brief illness.

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Paramount Pictures

extends a cordial invitation to

Mr. and Mrs Exhibitor

to see

the finest entertainment

of 1949

at nationwide

Trade Shows

of

Olivia de Havilland

Montgomery Clift

Ralph Richardson

in

William Wyler's

"The Heiress"

with

Miriam Hopkins

Mona Freeman

Produced and Directed by William Wyler

Screenplay by Ruth and Augustus Goetz

Based on their stage-play

SCREENED IN THEATRES —BEFORE AUDIENCES, OCTOBER 3-7

ALBANY	Wed., Oct. 5	2 P.M.	Delaware Theatre
ATLANTA	Mon., Oct. 3	2 P.M.	Rhodes Theatre
BOSTON	Mon., Oct. 3	2 P.M.	Capitol Theatre, Allston, Mass.
BUFFALO	Mon., Oct. 3	2 P.M.	Apollo Theatre
CHARLOTTE	Wed., Oct. 5	11 A.M.	Dilworth Theatre
CHICAGO	Wed., Oct. 5	10:30 A.M.	Esquire Theatre, 58 E. Oak Street
CINCINNATI	Fri., Oct. 7	2 P.M.	Forest Theatre, Cincinnati
CLEVELAND	Tues., Oct. 4	2 P.M.	Shaker Theatre, Cleveland
DALLAS	Mon., Oct 3	11 A.M.	Esquire Theatre
DENVER	Thurs., Oct. 6	2 P.M.	Esquire Theatre
DES MOINES	Fri., Oct. 7	Afternoon	Uptown Theatre
DETROIT	Wed., Oct 5	2 P.M.	Alger Theatre, Outer Drive at Warren Ave.
INDIANAPOLIS	Tues., Oct. 4	2 P.M.	Cinema Theatre, 213 E. 16th Street
JACKSONVILLE	Wed., Oct. 5	2 P.M.	Edgewood Theatre
KANSAS CITY	Wed., Oct. 5	2 P.M.	Vogue Theatre, 3444 Broadway
LOS ANGELES	Mon., Oct. 3	1:30 P.M.	Ambassador Hotel Theatre
MEMPHIS	Mon., Oct. 3	2:30 P.M.	Idlewild Theatre, 1819 Madison Avenue
MILWAUKEE	Wed., Oct. 5	2 P.M.	Colonial Theatre
MINNEAPOLIS	Fri., Oct. 7	2 P.M.	Granada Theatre, 3022 Hennepin Avenue
NEW HAVEN	Wed., Oct. 5	2 P.M.	Lincoln Theatre, 1 Lincoln Street
NEW ORLEANS	Wed., Oct. 5	2 P.M.	Circle Theatre, 1709 N. Galvez Street
NEW YORK	Wed., Oct. 5	10:30 A.M.	Normandie Theatre, 51 E. 53rd Street
OKLAHOMA CITY	Mon., Oct. 3	2 P.M.	Will Rogers Theatre, 4322 N. Western Avenue
OMAHA	Thurs., Oct. 6	2 P.M.	Dundee Theatre, 4952 Dodge Street
PHILADELPHIA	Mon., Oct. 3	2 P.M.	Arcadia Theatre, 16th and Chestnut Streets
PITTSBURGH	Tues., Oct. 4	2 P.M.	Shadyside Theatre, 5518 Walnut Street
PORTLAND	Wed., Oct. 5	2 P.M.	Esquire Theatre
ST. LOUIS	Tues., Oct. 4	1:30 P.M.	West End Theatre, 4819 Delmar
SALT LAKE CITY	Tues., Oct. 4	2 P.M.	Studio Theatre, 161 South Main Street
SAN FRANCISCO	Wed., Oct. 5	2:30 P.M.	Metro Theatre, 2055 Union Street
SEATTLE	Wed., Oct. 5	1:30 P.M.	Magnolia Theatre, 2424—34th West
WASHINGTON.	Wed., Oct. 5	1:30 P.M.	Circle Theatre 2105 Pennsylvania Ave., N. W., Washington, D. C.

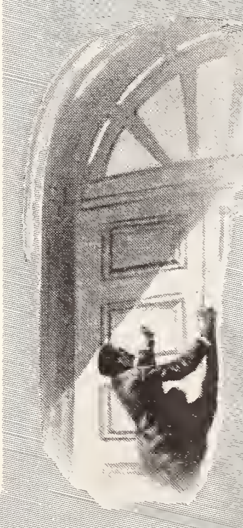
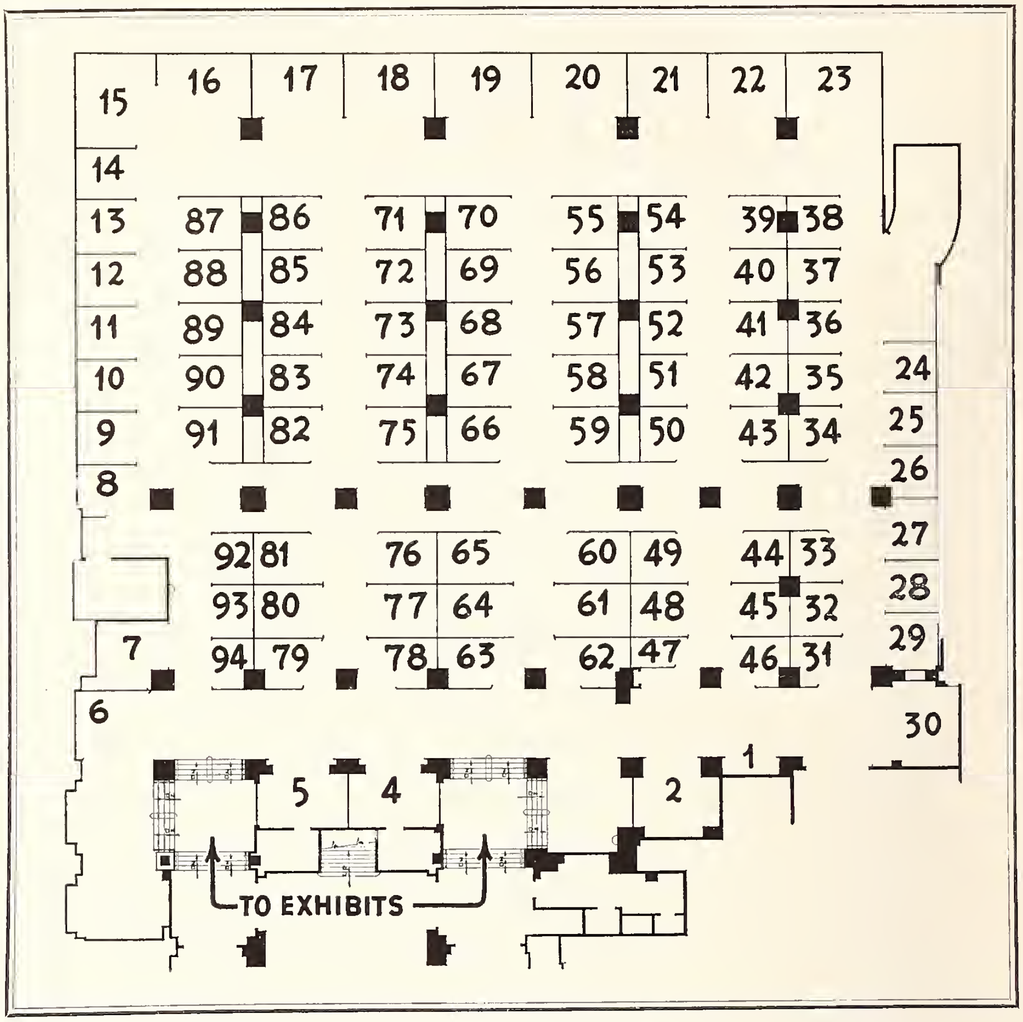


EXHIBIT DIRECTORY OF THE 1949 TESMA TRADE SHOW

at the Tesma-Teda dual convention at the Stevens Hotel in Chicago



KEY TO EXHIBIT BOOTH PLAN

Ace Electric Manufacturing Co.—39-40
Adler Silhouette Letter Co.—61-62
C. S. Ashcraft Manufacturing Co.—71
Atlas Products Co.—72
Autocrat, Inc.—4
Automatic Devices Co.—46
Baldor Electric Co.—52
Ballantyne Co.—57-58-59
Bausch & Lomb Optical Co.—42
Best Devices Co., Inc.—35
Black Light Products—51
Brenkert Light Projection Co.—15-16-17
Breuer Electric Manufacturing Co.—85
Calumet Coach Co.—30
Century Projector Corp.—7
Champion Moulding Manufacturing Co.—91
Chicago Used Chair Mart—33
Coinometer Corp.—88
C. Cretors & Co., Inc.—43
Da-Litie Screen Co., Inc.—82
DeVry Corp.—2
Drive-In Theatre Equipment Co., Inc.—89
Drive-In Theatre Manufacturing Co., Inc.—44-45
DX Radio Products Co., Inc.—73
Electric-Aire Engineering Corp.—9
Essannay Electric Manufacturing Co.—77
Forest Electronic Co., Inc.—65
Frankel Associates, Inc.—53
General Register Corp.—20
Globe Ticket Co.—87
GoldE Manufacturing Co.—94
Gordos Corp.—70
Griggs Equipment Co.—60
Heywood-Wakefield Co.—74-75
Huff's Manufacturing Co.—49
E. W. Hulett Manufacturing Co.—50
Hurley Screen Co.—15-16-17
Ideal Seating Co.—21
International Seat Corp.—15-16-17
Irwin Seating Co.—5
A. & M. Karagheusian, Inc.—92-93
Kneisley Electric Co.—8
Knoxville Scenic Studios—27
Kollmorgen Optical Corp.—90
Krispy Kist Korn Machine Co.—13-14
Kroehler Manufacturing Co.—55-56
La Vezzi Machine Works—86
Lawrence Metal Products, Inc.—91
Thomas L. Leedom Co.—76
Manley, Inc.—72
Mission Dry Corp.—32
Motiograph, Inc.—79-80-81
Motion Picture Machine Co.—47
Murch Electric Corp.—41
National Super Service Co., Inc.—68
Neumade Products Corp.—19
Nu-Screen Corp.—95 (not on chart)
Poblocki & Sons—66
Projection Optics Co., Inc.—78
Pronto Pop Corn Sales, Inc.—24
Radio Corp. of America—15-16-17
Raytone Screen Corp.—67
Reynolds' Manufacturing Co.—96 (not on chart)
J. E. Robin, Inc.—39-40
B. F. Shearer Co.—18
Strong Electric Corp.—22
Superior Electric Co.—54
Supervend Corp.—10-11
Theatre Control Corp.—48
Theatre Specialties, Inc.—6
Theatrecraft Manufacturing Corp.—83
Tol-Pak Co.—34
Trad Television Corp.—28-29
U. S. Air Conditioning Corp.—64
Universal Corp.—26
Vallen, Inc.—84
Victor Animatograph Corp.—69
Wagner Sign Service, Inc.—23
Wenzel Projector Co.—63
Whitney Blake Co.—1
Edward H. Wolk Co.—31
Young's Display Framing Co.—50

ORGANIZATION OFFICERS

OSCAR F. NEU
President, Tesma

RAY COLVIN
President, Teda

W. A. GEDRIS
Vice-President, Tesma

ROY BOOMER
Secretary, Tesma

TESMA MEETING AND SHOW

(*Continued from page 1*)

mated 3,000 to 4,00 persons, including members, theatre operators and interested spectators are expected to be in attendance, fully indicating the widespread enthusiasm and record attendance anticipated.

Many new manufacturers who have heretofore remained outside the industry will exhibit, thus pointing to a wider display of products for all fields. For example, the Valley Steel Products Co., makers of playground equipment, will display for the first time in the film industry with a direct eye to drive-ins. In fact every exhibitor, Boomer said, will have something "new to show."

Television to Be a Top Item

Television is expected to play one of the most important and significant roles during the three-day meeting, both with panel talks and demonstrations. RCA will conduct a theatre television demonstration on a 20-in.-by-17-in. screen, called "instantaneous television." Unlike the Paramount tele-transcription device, which records the event on film within 66 seconds after it transpires, this system is an on-the-spot device which is reportedly readily adaptable for installation in all types of theatres.

New Items for Drive-ins

Among the many new types of equipment to be introduced are innovations in hearing aids, drink dispensers, theatre screens, drive-in and concession equipment.

Further proof of the nationwide interest centering on the convention are reservations received from theatre owners and equipment dealers in South America, Montreal, Oregon, Washington, South Carolina and Southern Alabama. Additionally, the convention has proved attractive to a group of Minneapolis projectionists who have chartered a bus in order to attend one of the shows.

Advance reports indicate that the same officers will be reelected for another term. TESMA president Oscar Neu has unofficially stated, it is understood, that he will accept the presidency for another term if reelected.

Speakers at convention sessions will include Terry Ramsaye, consulting editor of Quigley Publications; Gael Sullivan, executive director of the Theatre Owners of America; Si Fabian, head of Fabian Theatres, New York; Rep. Carl T. Curtis, and George M. Petersen, theatre designer.

TABLE-SPACE EXHIBITS

Anderson & Wagner, Inc.
Capitol Stage Lighting Co.
J. J. Connolly, Inc.
Dictograph Products, Inc.
Fensin Seating Co.
National Heaters, Inc.
Walky Koffee Co., Inc.

Print Shortage

(*Continued from page* 1)

about 350 for the better films—simply would be economically unsound.

The distribution spokesmen said, however, they are thinking about stepping up the practice of selling on a regional basis, that is, covering, say, the Eastern division in its entirety before moving to the Midwest, so that a fewer number of accounts would have to be serviced at one time.

Conducts Experiment

Paramount is now experimenting with a system of providing one group of exchanges with the full supply of prints in the first part of the month, and then shifting to the other branches for the latter part.

The responsibility for bringing back a uniformity of clearances and availabilities was placed squarely on the shoulders of the exhibitors by the sales executives. They all agreed that a definite legal wall bars them from acting in concert and some said that if theatremen want a reversion to the old system of clearances it is up to them to get it. Each spokesman said that he gives each situation an "honest appraisal"—as one put it—and thereupon determines the run policy. The way another distributor decided on licensing cannot be an influencing factor, it was said.

Although it is hardly perceptible, the idea which was advanced at both the TOA and New Jersey Allied meetings appears to be catching on. This was for a roundtable conference of representatives from distribution and exhibition on trade practices which came about as a result of the court suit and which have had adverse effects for all. This in turn goes back to the distributors' thoughts on clearances and the fact that they are not empowered to act.

The thought is that if the exhibitor-distributor committee "put down on paper" the mutual problems facing the two branches of the industry and subsequently took up the matter with the Department of Justice, some remedies would result. This would center primarily on clearances, it is said here, but also would include the "old customer" situation and competitive bids.

Some distributors said they thought the plan had sufficient merit to warrant an investigation so long as exhibitors, who are not party to the trust action, are the sponsors. A few took the position that, particularly since the court contest is still in progress, they would rather wait until the "path is smoother."

Ascap-TV Agree

(*Continued from page* 1)

casters, which summoned TV broadcasters to a meeting here Friday, said the consensus was that the blanket licensing proposal was the best possible. Its terms are the same as those now in effect for AM, plus 10 per cent. They will go into effect Oct. 1, retroactive to Jan. 1. For those stations desiring a per-program license, Ascap will be asked to extend its Oct. 1 deadline until negotiations are finished.

There was some discussion at Friday's meeting whether Ascap could demand extra payment for the use of Ascap music in motion pictures shown on television. Robert Myers of NBC said he believed that Judge Leibell's decision was broad enough to rule out this possibility.

SAG, TV Talent

(*Continued from page* 1)

superstructure called "Television Authority" could possibly result in SAG's bolting the federation of talent guilds unless Thursday's crucial meeting can bring about a compromise.

The "Authority," or TVA as it is called, would create, in SAG's opinion, a new union for actors in motion pictures and would "compel our members to pay dues to it and carry another card for the same work they are now doing."

TVA, the Guild charges, "would be controlled by the vote of the Eastern branches (of AAAA), who outnumber the film branches five to two."

Here From Coast

An SAG group, which arrived here at the weekend from the Coast to make final preparations for Thursday's meting, which it will attend, includes Ronald Reagan, Dana Andrews, Lee Bowman, Richard Carlson, John Dales, Jr., Kenneth Thomson and Buck Harris.

The crux of SAG's opposition to the TVA as now constituted is embodied in the following portrayal offered by the SAG board: "A film made by Company X for theatrical use primarily, and having a secondary use for television, is to be bargained for and policed by the Screen Actors Guild. But a film made by Company X for television use primarily, and with a secondary theatrical use, would fall entirely within the jurisdiction of the new union, TVA. This is a completely arbitrary division of film made by the same producer."

SAG declares that "the entire history of the Four A's proves that one organization cannot organize the whole entertainment industry to the satisfaction of the performers."

In addition to representatives of the unions named, Thursday's meeting will be attended by officials of the American Guild of Variety Artists, Chorus Equity Association and Actors Equity.

Declined Merger

Earlier this year SAG declined to enter into a nationwide merger of all actors' unions on the ground that a merger would force motion picture actors into a union controlled by a super-board centered at New York.

"None of us must lose sight of the fact that the TVA plan has been so drawn that any talent union which participates in it is bound to TVA for all time to come, with no time limit and no escape whatsoever," the SAG board has warned the other unions.

"We recognize," added the Guild board, "that the live television field must be organized in the immediate future and possibly before a complete solution to our internal problems can be found. We wish to assure you of our wholehearted cooperation—personnel, finances, the active support of our members—in this work."

AFL Council

(*Continued from page* 1)

council will ask the producers for a conference to discuss the problem.

"Not only is the production exodus to Europe causing unemployment here, but they (the producers) are also giving away technical know-how—giving away the industry," said Lehners. A recent survey showed that only 18 pictures are slated for production abroad, but Lehners said that this figure is too small due to incomplete research.

Sales Heads

(*Continued from page* 1)

Paul Wilson, assistant division sales manager for the South, will accompany Ballance.

Branch Managers at the meeting will be Sam Diamond, D. R. Houlihan, J. M. Connolly, B. A. Simon, Sieg Horowitz, Welden Waters, Glenn Norris and Fred Dodson.

Home office executives attending the sessions, which will be presided over by Smith, are W. C. Gehring, Lem Jones, Frank Carroll and Roger Ferri.

Member's of Einfeld's staff who will participate in the presentation of the "Prince of Foxes" campaign are Rodney Bush, Jonas Rosenfield, Jr. and David Golding.

Sedlow Named 20th Art Head; Shanfield to Roxy Theatre

Victor Sedlow has been appointed art director for the 20th Century-Fox advertising department here.

Louis Shanfield, who held the position previously, has been named to the newly-created post of advertising art director for the Roxy Theatre. Sedlow has been with 20th Century-Fox since 1943 and prior to that was with United Artists.

WB to Have 6 on Gay 90's

Warner Bros.' single-reel musical on the "Gay Nineties," "Horse and Buggy Days," will be followed by a series of six "Gay Nineties" shorts.

20th-Fox Sales

(*Continued from page* 1)

ties to the 35th anniversary of the founding of the current and predecessor Fox companies, as well as to the 15th anniversary of Zanuck's assumption to the production helm.

Faster liquidation of pictures, as one approach to new sales highs, is being employed in the case of "Father Was a Fullback". Normally using 375 to 400 prints on its major attractions, 20th-Fox has stepped up its print total to 532 and expects, consequently, to reach the approximate end of the line on this particular film by the time the drive terminates.

Acting on their own, various exchanges are setting up many of their own merchandising devices. In Boston, for instance, the week beginning Dec. 4 is being dubbed "New Hampshire Week" and "Rhode Island Week". The following week will go to Massachusetts and Vermont with "Maine Week" getting under way Dec. 18. Thus far, 27 20th-Fox exchanges have set aside one or more months to get the company trademark on every screen in their territories.

UA Board Hears Sears

A report on possible new distribution deals and other aspects of independent production was given by Gradwell Sears, president of United Artists, at a board of directors meeting here on Friday.

the nation's most *distinguished* flight

UNITED
MAINLINER 300
"the Hollywood"

"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood,*" and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

"Better Theatres

. . . is a genuine investment to theatre owners."

—C. E. COOK, INDEPENDENT EXHIBITOR.

. . . is indispensable to circuit operation."

—SIDNEY MEYER, CIRCUIT EXECUTIVE.

Better Theatres has been itself a tool of theatre operation for over 26 years. In every basic division of the physical theatre it has a departmental editor of distinguished training and practical experience in the functions with which he deals.

ARCHITECTURAL PLANNING: Ben Schlanger, noted New York architect specializing in theatre design for motion picture exhibition, whose so-called "reverse floor" is now in wide use.

EQUIPMENT INSTALLATION AND MAINTENANCE: John J. Sefing, mechanical engineer identified with theatre operation for more than seventeen years.

MANAGEMENT: Charles H. Ryan, writing on Theatre Management, has been an executive in charge of important groups of motion picture theatres.

PRACTICAL PROJECTION AND SOUND REPRODUCTION: Gio Gagliardi, assistant chief engineer of the Sound, Projection and Maintenance Department of Warner Theatres, Newark Zone.

CONTRIBUTING EDITORS AND CONSULTANTS: Carl F. Boester, nationally known heating, ventilating and air-conditioning engineer . . . . Leo T. Parker, attorney-at-law who analyzes the latest higher court decisions pertinent to theatre operation, in laymen's terms.

PUBLISHED MONTHLY—AND IN AN ANNUAL "MANUAL EDITION"—
IN CONJUNCTION WITH

Motion Picture Herald

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 61 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 27, 1949 TEN CENTS

Consumer Index Up 31%, But Tickets Only 10%

Motion pictures are America's "best buy today."

That is the conclusion drawn by the Motion Picture Association of America from official statistics compiled by the U. S. Bureau of Labor charting the nation's year-to-year price trends.

According to the Bureau, the average increase in film admission prices is less than one-third of the 31.6 per cent rise in the general cost of living since Sept., 1945.

"The relatively small advance in the price of film tickets is even more significant when compared with the increase in two major cost-of-living categories—food and wearing apparel," it was said.

Against the 10½ per cent rise in admission prices during the post-war inflationary spiral, food prices jumped almost 47 per cent and clothing more than 28 per cent.

Even rent, which has been held in check by Federal controls, went up more during the last four years than did the price of seeing motion pictures.

19 from Col. In 4th Quarter

Hollywood, Sept. 26.—With 19 pictures now editing for shipment before the first of the year, and three additional productions due to be ready before March 1, Columbia's editorial department is working to capacity to clear the decks for next year's product, which is expected to be the largest in Columbia's history.

Now editing are: "All the King's Men," "A Woman of Distinction,"

(*Continued on page 3*)

Maco to Negotiate 'Theatre-by-Theatre'

Minneapolis, Sept. 26.—Minnesota Amusement Co. will dispose of properties and leases "theatre-by-theatre."

Properties and leases to be cut adrift by Minnesota, under terms of the Paramount consent decree agreement with the government, will be disposed of by negotiation, it was disclosed by Maco president Harry B. French, who announced the circuit's real estate department "is ready to negotiate" for the sale of the Lyric Theatre Building at Madison, S. D.

August Ticket Tax Increased Over July

Washington, Sept. 26.—General admission tax collections in August, reflecting July box-office business, were ahead of August, 1948, totaling $34,326,269, compared with $34,141,294 a year earlier, the Bureau of Internal Revenue reported today.

August was the fourth 1949 month in which collections exceeded 1948. For the first eight months, however, 1948 is running just over two per cent ahead of 1949, about $242,700,000 compared with $237,400,000.

RecordAdCampaign For 20th's 'Foxes'

Largest national advertising appropriation for a single picture in the history of 20th Century-Fox has been made for "Prince of Foxes," it was revealed here yesterday at a meeting of division and branch sales managers of the Eastern half of the U. S., being held at the home office.

The record budget, including $300,000 for national magazines alone, will be augmented by an intensive promotional campaign.

Pointing out the scope of the campaign, Charles Einfeld, 20th Century-Fox advertising vice-president, told the sales executives, "We hope to achieve results which will set a pattern for further national advertising of motion pictures."

Each magazine will carry ads spe-

(*Continued on page 3*)

Remittances to Eat Up Devalued Pounds

London, Sept. 26.—With one-third more blocked sterling required to make up the permitted remittances of American film companies than was needed prior to devaluation of the pound, it is authoritatively understood here that the entire blocked sterling balance of the companies will be exhausted in making the remittances authorized between now and next June.

The British Film Producers Association met here recently and decided it is too early for conclusions.

British film securities are reacting badly in the disturbed money market with Odeon's ordinaries marked at nine shillings sixpence.

TESMA Elects Neu, Hoff and Boomer; Registration Heavy

Chicago, Sept. 26.—The fourth annual joint Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association trade show held at the Exhibition Hall of the Stevens Hotel opened today with indications by the number of registrations of a record attendance, bearing out pre-convention predictions of a 3,000 to 4,000 attendance. There is no doubt that this show, comprising 96 exhibits, will surpass all previous shows given by theatre equipment manufacturers.

At an election of officers held today, Oscar F. Neu, president of Neumade Products, was re-elected president of TESMA; J. R. (Bob) Hoff of the Ballantyne Co. was elected vice-president; and Roy Boomer was re-elected

(*Continued on page 3*)

FCC to Get 'Flood' Of TV Hearing Bids

A Theatre Owners of America official predicted that the Federal Communications Commission would soon receive "a flood of petitions from individual exhibitors all over the country" asking a hearing on the industry's request for theatre television frequencies.

The official said that this would result from the TOA's recent Los Angeles convention. "We made it clear," he said, "that it was important for small exhibitors back home, with one,

(*Continued on page 3*)

Theatre TV Hearing Asked by Paramount

Washington, Sept. 26.—Paramount today asked the Federal Communications Commission for immediate hearings to set aside radio frequencies for theatre television.

The company on Sept. 2 had filed with the Commission a detailed statement of its views and plans on theatre television, but did not formally ask for a hearing. The Society of Motion Picture Engineers, 20th Century-Fox, Theatre Owners of America and the Motion Picture Association of America did. Today, Paramount went through the formality.

Its petition said that although there were differences among the various petitions, all demonstrated the need for immediate Commission recognition of the further development of theatre television. Paramount reiterated that wire and coaxial cables would not do the job, and radio frequencies were needed.

See New Basis For Anglo-US Fiscal Talks

Johnston Due Oct. 10 on Devaluation Aftermath

London, Sept. 26.—Forthcoming talks regarding the continuance or revision of the permitted remittance agreement between the American film industry and the government here must take on an entirely new complexion as a result of devaluation of the pound, informed sources here are agreed.

Eric Johnston, Motion Picture Association of America president, now in Paris on ECA business, is expected here on Oct. 10 to discuss the new basis for negotiations. He already has had several lengthy telephone conferences on the subject with F. W. Allport, MPAA London representative.

Britain's high quota system, already falling of its own effectiveness, is cer-

(*Continued on page 3*)

Schine Urges 'New' Selling

Albany, N. Y., Sept. 26.—A call for "new ideas and new avenues" through which to sell Schine theatres and their attractions was sounded by Louis W. Schine, vice-president of the circuit, at regional meetings at Syracuse and Columbus. The Syracuse meeting was attended by 85 division, group and house managers from New York and Maryland; at

(*Continued on page 3*)

Palfreyman Plans Theatre Operation

Washington, Sept. 26.—David Palfreyman, former head of exhibitor relations for the Motion Picture Association of America, is going into theatre operation in his home state of Indiana, in partnership with an independent exhibitor there. Palfreyman and his wife will move to Angola, Ind., from here this week.

Asked if he would become a member of Allied States, Palfreyman replied: "It's the only organization out there."

Personal Mention

SOL SCHWARTZ, RKO Theatres vice-president, and MRS. SCHWARTZ, will leave here Thursday for Europe.

•

MICHAEL NAIFY, Golden State Theatre and Realty Corp. president, and HERMAN WOBBER, 20th Century-Fox division manager, became grandfathers with the birth of a son to MARSHALL NAIFY, and MRS. NAIFY, the former JOAN WOBBER, in San Francisco on Saturday.

•

GAEL SULLIVAN, Theatre Owners of America executive director, who was in Washington yesterday and will be in Chicago tomorrow, is scheduled to return to New York on Thursday.

•

STANLEY W. PRENOSIL, Theatre Owners of America's assistant executive director, has returned to New York from the Coast.

•

NAT WOLF, Warner zone manager in Cleveland, is at the Mayo Clinic, Rochester, Minn., for a checkup.

•

HERMAN LEVY, Theatre Owners of America's counsel, is due here tomorrow from New Haven.

•

VICTOR VARCONI, Hollywood actor, is here from the Coast for a stage engagement.

•

RAOUL WALSH, Warner director, will leave Hollywood next week for England.

•

JOHN GOOD, Paramount salesman at Buffalo, is recovering from an attack of polio.

•

GENE AUTRY held a birthday party at Madison Square Garden yesterday.

Pinanski House to Show Series on TV

BOSTON, Sept. 26.—American Theatres' Pilgrim here will install large-screen television to pick up the world sreies baseball games, it was disclosed here by Edward S. Canter, executive assistant to Sam Pinanski, head of that circuit.

WB to Film Jap Progress

Japan's democratic progress since "VJ Day" will be shown in a two-reel Technicolor film, "The Light of Asia," to be made on the Nipponese islands by Warner Brothers. Gordon Hollingshead will produce. The subject will reveal the accomplishments of the people under their own leaders, and will not emphasize the part played by General MacArthur's army of occupation. Filming will be done under the direction of Captain David Griffin, a member of MacArthur's staff from pre-war days in the Philippines.

Union Rift Cancels Show

CINCINNATI, Sept. 26.—The stage show due to open at the RKO Albee here was cancelled when the management failed to accept a new contract with the American Federation of Musicians local.

Tradewise . . .

By SHERWIN KANE

CURRENCY devaluations around the world last week provided a lot of conversation, if nothing else, for the industry.

There appears to be some measure of agreement on such fundamental questions as whether or not devaluation has taken a dollar from or added one to home office coffers. The answer to both is negative. But will it?

Currency devaluation in the first instance is resorted to in the hope that it will increase the export trade of the nations taking the step, by pricing their surplus more realistically for prospective purchasers abroad.

If that aim is realized, trade is stimulated and nations devaluing ultimately will be better able to pay their international bills. Thus devaluation could be of great benefit to the American motion picture industry. World markets today and for some time past have been able to pay only a fraction of the cost of the motion pictures they buy from us. That is why they have imposed restrictions on the amount of money which can be remitted to New York for motion pictures and, in some cases, have adopted import and exhibition-distribution film quotas.

It is reasonable to expect that if devaluation has its desired effect abroad, such restrictions not only may be removed, but increased earnings abroad will accrue to American motion pictures from increased prosperity in the nations devaluing.

•

Obviously, if devaluation fails to improve the economic position of such nations, and many in the film industry incline to that belief, films will be worse off than before.

However, the absence of economic improvement abroad would be equally bad news for the industry whether or not currencies were devalued. In that case, restrictions aimed at imported motion pictures would remain or would multiply.

Thus, it is meaningless to say that the American industry had taken from it roughly 30 per cent of its earned and frozen funds abroad by devaluation, for there never was a guaranty that the companies would receive 100 per cent, or even 70 per cent, of their funds frozen abroad.

Likewise, it is equally unrealistic to say that the industry has sustained outright losses through devaluation by free exchange nations, such as Canada and Belgium. No one knows how long such nations might have been able to continue without monetary restrictions applicable to motion pictures, but it is certain that devaluation has made the adoption of such restrictions far more remote.

The effects of devaluation on the industry are not to be appraised this week or next. The answer lies in the state of the world's economic health many months from now.

Seventy per cent of pre-devaluation funds returned to New York are preferable to 100 per cent valuation frozen abroad.

• •

The Los Angeles convention of Theatre Owners of America called for a trade practice code. That is a far cry from the organization's stand at the time of its inception only a few years ago. The term, trade practices, was disavowed then. That, above all, was what the founding fathers agreed TOA would have nothing to do with. Even wrote a prohibition against trade practice action into their by-laws, if memory serves.

Any code propounded now must be subordinate to that other trade practice code, known in the U. S. District Court for the Southern District of New York as *Equity No. 82-273, United States of America against Paramount Pictures, Inc., et al.*

If the latter code has overlooked anything, it probably will be added to it soon enough.

• •

And Allied States, we hear from its numerous fronts, is just as busy as a little hornet celebrating its "Victory Year." Yet casual readings of that organization's bulletins from many parts of the nation leave one wondering what the fruits of the "Victory" may have been.

All the time-honored complaints of pre-Victory years, their blood brothers and first cousins, and a few progeny of the newer generation, still are rankling the Allied stalwarts. Or else their membership bulletins are pure fiction.

The courts may write the trade practice codes, but 10 years of litigation, or a hundred years, will not alter in the least degree the only formula needed for success in this business—the happy meeting of a good showman with a good picture.

Monogram to Handle 'Art Theatre' Films

Monogram has opened an art theatre sales department in New York under the management of John J. Dervin, formerly district manager for United Artists. The new subsidiary is Stratford Pictures Corp. and it will be under the supervision of Edward Morey, executive assistant to president Steve Broidy.

The first picture acquired for such distribution is "The Golden Madonna," which had its premiere two weeks ago at the Beacon and Riviera theatres in New York. Arrangements have also been made for exclusive U. S. distribution of all pictures produced by Associated British-Pathe, including "The Dancing Years," described as a high-budgeted Technicolor production.

Towne Suit Hearings To Resume Tomorrow

MILWAUKEE, Sept. 26.—Pre-trial hearings will resume here on Wednesday of the $1,050,000 anti-trust suit brought by the Towne Theatre here against eight major distributors.

The adjournment enabled Thomas McConnell, Chicago counsel for the theatre, to study some 4,000 documents and letters subpoenaed by the plaintiff. The suit charges that the defendants have conspired to prevent the theatre from obtaining first-run films.

To Make 'Saucer' Film

HOLLYWOOD, Sept. 26.—Footage shot in Alaska by Mikel Conrad of Colonial Productions while on location for "Arctic Manhunt", will be the core of "The Flying Saucer" which wil start this week. It will be produced and directed by Conrad who also will star. The government flew him to Washington recently to confer on the film.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
"My Friend Irma"
A HAL WALLIS Production starring
JOHN LUND · DIANA LYNN
DON DEFORE · MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
In Person
DEAN MARTIN and JERRY LEWIS
plus FOUR STEP BROS.
CAROLYN GREY
Extra Added Attraction
DICK STABILE AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

JOHN WAYNE
"THE FIGHTING KENTUCKIAN"
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

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TESMA Elects

(Continued from page 1)

secretary-treasurer. Those elected to the board of directors were: L. W. Davee, Century Projector; H. B. Engel, GoldE Mfg.; L. E. Jones, Neumade Products; W. D. Matthews, Motiograph; V. J. Nolan, National Carbon; J. F. O'Brien, RCA; H. H. Strong, Strong Electric; E. Vallen, Vallen, Inc.; E. Wagner, Wagner Sign Service; F. J. Wenzel, Wenzel Projector; C. S. Ashcroft, Ashcroft Mfg.; and W. A. Gedris, Ideal Seating Co.

Letters received from Allied States Association were read, with a TESMA committee schduled to contact their president.

Chicago was indicated as the logical place for the 1950 show, but it was not definitely decided. The newly elected board of directors will meet on Tuesday. Further indications were that TESMA headquarters probably will be moved from Chicago to the West Coast, presumably in Southern California or a suitable residence selected by permanent secretary-treasurer Roy Boomer. It is felt by some that this move might help to draw Pacific coast manufacturers close to the activities.

Contributing to the great increase in the number of exhibits is the steady growth in the refreshment-vending field, which occupied a larger section of exhibits in this field than in prior years. Faith in the continued growth of drive-ins was also borne out by the great number of exhibits.

Neu, Jones Itinerary

CHICAGO, Sept. 26.—Oscar F. Neu, Neumade Products president, and Lee Jones, sales manager, who are here attending the TESMA convention, will leave Thursday for Los Angeles to attend the Society of Motion Picture Engineers convention. Thereafter Neu will attend the Allied States Oct. 24-26 convention in Minneapolis, while Jones will visit El Paso, Dallas and Houston before returning to New York on Oct. 28. Neu is due in New York around Nov. 1.

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Correspond to

Trager & Baumann, C. P. A.
521 Fifth Ave., New York 17, N. Y.

FCC, TV Hearing

(Continued from page 1)

two, or five theatres, to back up our formal application. We ought to start seeing results in a few weeks."

Petitions such as these, plus the recent publicity on theatre television coming from the L.A. convention, and experiments such as the World Series broadcasts by the Fabian Fox Theatre, in Brooklyn, make it practically certain that the Commission will at least grant a hearing on the applications, according to the TOA executive.

Urges Allocation of TV Bands Before Decision on Color

WASHINGTON, Sept. 26.—The Federal Communications Commission was told today that it should decide how many channels should be given television before it makes its decision on permitting color video.

The statement came from Donald G. Fink, chairman of the radio industry's joint technical advisory committee, and lead-off witness at the FCC's comprehensive television hearings, which are expected to last six weeks or better.

Fink said the "number of television channels should be at least as great as the number assigned to each of the other services," and suggested reaching even higher into the ultra high frequency band than the FCC proposes. After channels are allocated, Fink declared, the FCC should determine how color can be worked in and when.

Record Ad Campaign

(Continued from page 1)

cially written and designed for its readership. To tell the exhibitor of this, 20th Century-Fox will break down the circulation figures for every town of 2,500 and over and will present this information in large-scale ads in the industry trade press. This information will enable exhibitors to know exactly the circulation which national magazines have in their own cities so as to hit the largest audiences when they fashion their own campaigns, as well as to tie in locally with the magazine and newsstand distributors.

For the first time in motion picture merchandising, 20th Century-Fox said, it is employing an established technique which has proved successful in the sales of automobiles, home appliances, dentifrices, foodstuffs, etc., by laying down a national barrage which only requires the dealer to take an ad announcing that the goods are now on his shelf.

Einfeld and distribution vice-president Andy W. Smith, Jr., will begin a tour of the division headquarters next week to acquaint the company's field forces with the scope of the campaign. First meeting will be held in Chicago on Wednesday, Oct. 5.

Delay Report to Council

HOLLYWOOD, Sept. 26.—The report on the exodus of American production to Europe scheduled for presentation today to the AFL Film Council has been postponed until a later date when the special committee found the subject needed further work.

RKO in Deal for 3

HOLLYWOOD, Sept. 26.—RKO Radio has closed a production-distribution deal for three pictures with The Filmmakers, Inc., the Ida Lupino-Collier Young-Malvin Wald independent unit.

25 Drive-ins Planned For New England

Boston, Sept. 26.—At least 10 more drive-in theatres are expected to be built next year in Massachusetts and about 25 throughout the New England states.

Operators of drive-in theatres in this area state that their business was 30 per cent ahead of last year. Drive-ins which opened this year state that their business was good right from the start.

Schine Urges

(Continued from page 1)

Columbus 50 managers from Ohio and Kentucky were on hand.

Speaking on "a new era in showmanship," Schine declared: "The routing and traditional type of selling is no longer adequate to merchandise our product. We are hopeful these meetings will bring out the kind of creative thinking that will give a new approach in launching our fall season campaign. Today, the exhibitor faces new problems unlike any which he has ever confronted The theatre manager must be prepared to cope with them by being fully acquainted with what he has to sell and how he intends to sell it."

Bernard Diamond, Schine's assistant, said he thought economic conditions of the country are still good He told the managers: "All we have to be concerned with is getting the amusement dollar into the movies instead of allowing it to go elsewhere." William Kraemer, chief booker for the circuit, stated he "never had seen such a strong line of box-office attractions as would be available this year."

de Rochemont to Film Hour-Long Features

Louis de Rochemont's RD-DR (*Reader's Digest* - de Rochemont) Corp. will expand its previously announced 1950 production schedule of two features to include a series of six "featurettes," a "new kind of hour-length screenplay" designed for the second half of double-feature programs.

From more than 10,000 stories published by *Reader's Digest,* the editors submitted to de Rochemont 100 stories which have proved most popular among their readers. From these, four have been selected. They are: J. C. Furnas' "And Sudden Death," Irvin Ashkenazy's "Pop's Boy," Frederic Loomis, "It's Later Than You Think" and Katherine Peabody Girling's "When Hannar Var Eight Yar Old."

They will be released under the series' title of "Reader's Digest on the Screen," will be budgeted for not over $100,000, and their production will be supervised by Borden Mace, Thomas Orchard and Lothar Wolff.

Elliott Nugent Assigned

HOLLYWOOD, Sept. 26.—Elliott Nugent has been signed by Norma Productions to direct the James Thurber story, "The Catbird Seat," it was announced by Harold Hecht, who will produce the film together with three other short stories to be included in a Norma feature titled "Four of a Kind."

Anglo-US Talks

(Continued from page 1)

tain to figure in the talks. American production here also is expected to command serious official attention, with that subject to be urged as the possible salvation of the combined Anglo-American industries in the long run.

Meanwhile, economies are being pressed, with another 122 scheduled to be laid off at Rank's Pinewood Studios on Friday, and administrative staffs scheduled to receive salary cuts. Exhibitors ruefully believe that devaluation also has eliminated whatever chance may have existed of obtaining entertainment tax alleviation.

19 from Columbia

(Continued from page 1)

"The Good Humor Man," "Cargo to Capetown," "The Palomino," "The Nevadan," "Bodyhold," "The Traveling Saleswoman," "Mary Ryan, Detective," "Chinatown at Midnight," "Girl's School," "Tyrant of the Sea" and "Beware of Blondie."

Pictures shooting and due for completion in October include "The Petty Girl," "Rogue of Sherwood Forest" and "A Mother for May."

Westerns being edited include "Cow Town," "Feudin' Rhythm," "Renegades of the Sage," "Frontier Outpost," "Sons of New Mexico" and "Hoedown." These pictures will be shipped by mid-November.

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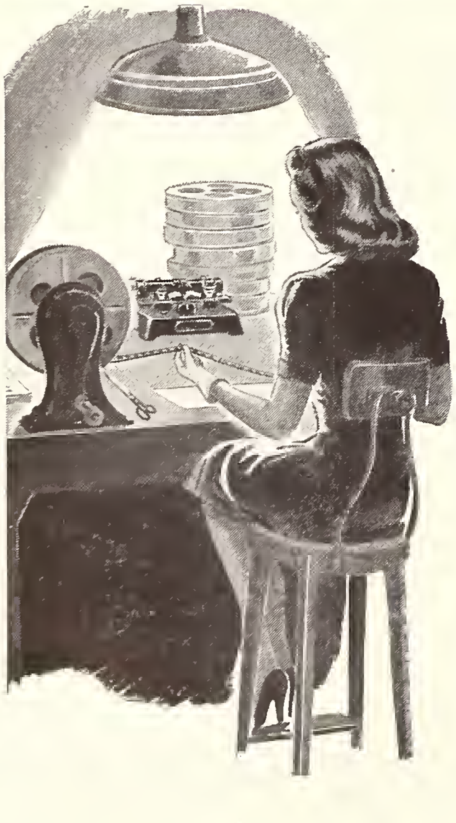

She keeps the romance running smoothly...

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With unrelenting vigilance, she has inspected every inch of film before each booking...checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 62 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 28, 1949 TEN CENTS

U. S. Earnings In U. K. Down By One-Half

3 Contributory Factors Cited by Joseph Hazen

Joseph Hazen

Three factors have combined to cut American earnings in England more than half, Joseph Hazen, president of Hal Wallis Productions, declared here yesterday on his arrival on the *SS Queen Mary* from London. He cited them as the drop in attendance, the increased quota, and depreciation of the pound.

Under these conditions, he said, "American earnings of $65,000,000 of two or three years ago would now come down to about $28,000,000." Net

(*Continued on page 4*)

More Prints From 20th

With bookings of 20th Century-Fox pictures described as being at an all-time high, Andy W. Smith, sales vice-president, told the company's division and branch chiefs yesterday that a substantial increase in the national allotment of prints has been made to fill bookings at first-runs in key cities. The announcement was made at the closing session of the two-day home office meeting attended by field sales

(*Continued on page 4*)

Columbia Drive to Honor Division Men

A Columbia playdate and billing drive in honor of division managers will begin on Friday and will continue through Dec. 30, paying tribute to the following nine division heads: Nat Cohn, New York; S. A. Galanty, Mideast; Jerome Safron, West; Carl Shalit, Central; I. H. Rogovin, New England; B. C. Marcus, Midwest; R. J. Ingram, Southeast; J. B. Underwood, Southwest, and H. E. Weiner, Southern New Jersey and Eastern Pennsylvania.

Hamrick, Evergreen Split Delayed; Fox To Continue Tie-in

SEATTLE, Sept. 27.—Although the pooling agreement between Evergreen State Theatres and Hamrick-Evergreen Theatres must be dissolved, with the theatres returning to their separate managements, the connection between Evergreen State and 20th-Fox will be continued.

The date for dissolving the pooling arrangement was set for Sept. 24, but the companies have asked for further time in which to work out details of the separation. As it affects Seattle, discontinuance of the pool will see the 5th Avenue Theatre, Paramount and Colisseum under Evergreen State operation and the Orpheum, Music Hall, Liberty, Blue Mouse and Music Box under the Hamrick-Edris interests.

Under a Federal Court agreement, 20th-Fox will not be required to divest itself of Evergreen State. It operates 40 theatres in Washington and Oregon, including several in Portland.

The courts found that Frank L. Newman, Sr., president of Evergreen State, came into the company as an investor, with no theatre holdings.

12 of MGM's Sales Staff Going Abroad

M-G-M's home office sales cabinet yesterday selected 12 company distribution "experts" to represent the domestic and Canadian sales organization in an exchange of ideas with the M-G-M International sales department abroad, it was announced here yesterday by William F. Rodgers, distribution vice-president.

The 12 will visit Naples for confer-

(*Continued on page 4*)

DISMISS BUFFALO $6-MILLION SUIT

Barkley Will Attend N.Y. Variety Dinner

Vice-President Alben Barkley will be among the top honor guests at the inaugural dinner of the New York Variety Tent on the evening of Oct. 27 at the Hotel Astor here, it is understood. New York's Mayor O'Dwyer will be another guest. Also on the dais will be leaders of the industry, and many from other fields.

Max Cohen is chief barker of the local tent.

Levey's Skiatron TV For Theatres Nears

Skiatron Corp. has opened offices here, Arthur Levey, president, announced yesterday. The company has been formed for the exploitation of certain basic television patents formerly owned by Scophony of America, in which Paramount Pictures and General Precision Equipment were participants. The patents were freed after the entry of a consent decree in the Paramount - General Precision - Scophony trust suit.

Besides offices, Levey disclosed, the new location includes a laboratory where work is about to begin on pilot models of the Supersonic television projector which is said to eliminate the cathode ray tube. In the next few months, the company expects to

(*Continued on page 4*)

7 Distributors, Buffalo Theatres, McFaul Are Cleared in Dipson Action

BUFFALO, Sept. 27.—Following one of the longest anti-trust trials in the history of U. S. District Court here, Federal Judge John Knight today dismissed the $6,000,000 triple-damage action brought by Dipson Theatres and Century Theatrical Enterprises against seven distributors, Buffalo Theatres and Vincent McFaul, the latter an officer of Buffalo Theatres.

The two plaintiff companies, headed by Nikitas Dipson of Batavia, N. Y., had charged discrimination and conspiracy against eight distributors and originally asked damages of $4,500,000. The alleged damages subsequently had been revised by Dipson to the $6,000,000 figure to cover the time involved since the action was instituted in 1947. During preliminary

(*Continued on page 4*)

Elect Colvin TEDA Head

CHICAGO, Sept. 27.—Ray G. Colvin was elected executive director of TEDA at a board of directors meeting held today in conjunction with the second day's session of the fourth annual joint TESMA-TEDA convention at the Stevens Hotel here.

The post of president, which Colvin had occupied, was eliminated in favor of the new executive director post.

Tom Shearer of B. F. Shearer Co., Seattle, was elected chairman, which

(*Continued on page 4*)

One Theatre Gives 'Hamlet' $675,000

Laurence Olivier's "Hamlet," released here by Universal, has grossed $675,000 in its year's run at the Park Avenue Theatre, New York, the company revealed yesterday.

The picture completes the first full year of its run at the Park Avenue tomorrow, in observance of which Universal will be host to press represeñtaitves at a luncheon at the 21 Club. It is the first talking picture in the English language to play a year's consecutive run in a New York first-run theatre.

"Battleground"

[M-G-M]—Blood, Sweat and Cheers

HERE is the big film of the war, made since the firing ceased. "Battleground" is big, not because of its canvas, which is impressive enough, but because it is a hard-hitting, realistic and dramatic capturing of the thoughts and deeds of men who fought the battle against insuperable handicap.

To convey what men think and are called upon to do under war's inhumanities, Bastogne and the famed Battle of the Bulge are the backdrop; it could have been innumerable other places and innumerable other campaigns in Europe. Backdrop, moreover, is the word for it.

The Germans have closed in. The "Screaming Eagles" of the 101st Airborne Division are effectively surrounded. General McAuliffe has answered the German surrender demand with his ringing and historic reply: "Nuts." The 101st is short of rations, ammunition and medical supplies. It is winter and fog prevents the C-47's from getting through.

In the foreground of this sweeping situation is the story of the foot

(*Continued on page 4*)

Personal Mention

M. N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, spoke yesterday before the Lions Club, Menominee, Wis., and will speak tomorrow before a Rotary-Kiwanis meeting at Racine, Wis.

•

WILLIAM A. SCULLY, Universal-International distribution vice-president, left here yesterday for Boston, Washington, Cleveland and Pittsburgh.

•

MR. AND MRS. DANA ANDREWS arrived here yesterday from Hollywood.

•

LIGE BRIEN, Eagle-Lion exploitation manager, left here last night for Boston.

•

TRUEMAN REMBUSCH returned to Indianapolis yesterday from New York.

'Red Shoes' Sold in Ohio by Volunteers

The greatest opening day gross in the year-long history of "The Red Shoes" has been reported from Youngstown, Ohio, where the film opened on Monday, Sept. 19, day-and-date at the Newport and Belmont Theatres, both normally subsequent-run houses of the Peter Wellman circuit.

In announcing the opening day figure of $2,913, William J. Heineman, Eagle-Lion sales vice-president, gave credit to the part played by the Women's Committee of the Youngstown Symphony Society, which secured the playdate and sold $2,500 worth of tickets for the opening night's showing.

Horne Is Chairman Of Pioneers Banquet

Hal Horne has been named general chairman of the dinner committee for the 10th annual banquet of the Motion Picture Pioneers, to be held Nov. 16 at the Waldorf-Astoria Hotel here. Bernard Estes is publicity director for the event.

Hitchcock Arrives

Alfred Hitchcock, who arrived here yesterday on the *SS Queen Mary,* said he would proceed shortly to Hollywood to cut and edit "Stagefright," which he made for Warner Brothers in London starring Jane Wyman. The film, he said, is one of a four-film deal with Warners. His next, "I Confess," will be made in Canada early next year under the banner of Transatlantic Films.

Radio Spots for 'Pinky'

Starting this morning, 15 metropolitan stations will broadcast 341 spot radio announcements in a 19-hour period to herald the premiere of Darryl F. Zanuck's "Pinky," which opens tomorrow at the Rivoli here. Doors will open at 8:30 A. M., it was announced by Montague Salmon, managing director of the Rivoli.

New Shows Big in N. Y.; 'Thieves,' 'Kiss,' 'Lane' Lead

While new shows are ringing up tidy box-office figures this week, the large number of holdovers occupying New York's first-runs is holding the overall gross to an average level.

"Thieves' Highway," with Ed Sullivan, the Harvest Moon dance contest winners and an ice show on stage, is doing robust business at the Roxy, where $47,000 is claimed for Saturday and Sunday. The gross for the first week of the Roxy show is estimated at $110,000, which is a very lofty income.

At the Capitol, "That Midnight Kiss," with Gene Krupa's orchestra and Kitty Kallen among others on stage, is headed for a strong initial week's take of $77,000.

Near-Capacity for 'Lane'

Representing close to capacity income, "Spring in Park Lane" figures to draw $12,500 in a rousing first week at the Trans-Lux. "Under Capricorn," with a stage presentation, is likely to give the Music Hall about $118,000 in a good third week; it will hold for a fourth, and will be followed by "The Heiress" on Oct. 6. "Jolson Sings Again" is a very healthy holdover at the State, where $35,000 is apparent for a big sixth week. "White Heat," with Xavier Cugat's orchestra on stage, figures to do about $40,000 in a reasonably prosperous fourth and final week at the Strand; it will be replaced by "Task Force" on Friday.

"Top O' the Morning," with Carmen Cavallaro's orchestra in person, probably will give the Paramount around $50,000 in a mild fourth and final week, and it will be replaced today by "My Friend Irma." "Once More, My Darling" is likely to provide the Globe with a rather sluggish single-week take of $10,000; it will be followed by "Blue Lagoon" on Saturday.

Yet to show signs of box-office fatigue after a full year of play, "Hamlet" chalked up over $8,000 in a 52nd week at the Park Avenue, representing a healthy income. "Come to the Stable" is down to about $11,000 in a rather dull eighth week at the Rivoli, and it will be succeeded by "Pinky" tomorrow.

Strong Single Week

The Palace show, featuring "Johnny Stool Pigeon," with eight acts of vaudeville, supplemented by a number of guest star appearances this week, is on its way to a strong single week's take of $24,000. "Lost Boundaries" apparently will give the Astor about $11,000 in a fair 13th week.

Impressive as ever, "The Red Shoes" figures to reach a prosperous $9,800 in its 49th week at the Bijou. "The Fighting Kentuckian" at the Mayfair should do about $11,000 in a second week, which is so-so income. At the Victoria, "The Window" might hit $7,000 in a modest eighth week.

Holding up well, "Sword in the Desert" will do about $17,000 in the fifth week at the Criterion, and the profitable run continues. Still doing nicely, "Quartet" probably will exceed $7,000 in its 26th week at the Sutton.

Late News Flashes

TORONTO, Sept. 27.—Following the devaluation of the Canadian dollar, the Dominion government will not immediately increase import quotas on goods from the U. S. However, the government has provided for an increase in the value of import permits to offset the 10 per cent dollar reduction to maintain the level of the quantity of articles brought from the States.

•

LOS ANGELES, *Sept. 27.—Dissolution of the Fox West Coast-United Artists Theatres partnership operation of United West Coast Theatres, which had been scheduled for about this time, has been postponed to Oct. 24. UA Theatres will emerge with 14 of the jointly operated circuit of 60 houses, with Fox West Coast taking over the balance.*

•

Butte, Mont., Sept. 27.—Fire of undetermined origin destroyed the Park Theatre Building and contents and damaged eight additional business houses in the block, with an estimated loss of $250,000. There was partial insurance.

•

HOLLYWOOD, Sept. 27.—Nomination of Ronald Reagan for another term as president of the Screen Actors Guild was disclosed today by the board of directors in a report mailed to the membership in preparation for the annual election.

Among the 21 actors and actresses nominated for posts were William Holden, George Murphy, Paul Harvey, vice-presidents; Walter Pidgeon, recording secretary; and George Chandler, treasurer.

•

Hollywood, Sept. 27.—Twenty-one stars and entertainers have enrolled in the "Visit the Vets" program since the announcement of the tours a week ago, it was reported to the Hollywood Coordinating Committee by Marco Wolff, chairman of the special talent committee. Plans for the tours are for a minimum of 50 personalities to cover a 112-hospital circuit by Thanksgiving Week.

Four-A's Board to Rule on TV Oct. 4

Empowered to rule on jurisdictional problems coming within the orbit of Associated Actors and Artistes of America, the international board of the Four-A's will meet on Oct. 4 to draft a ruling on the organization and administration of talent in the television field, a matter of internal dispute which will be aired tomorrow at a joint meeting here of Four-A's member units.

Actors' Equity Association revealed yesterday that its council has approved the proposed union super-structure known as "Television Authority," and thus stands squarely in opposition to Screen Actors Guild whose delegates to tomorrow's meeting are determined to defeat the plan as a reputed danger to SAG's existence.

Newsreel Parade

RUSSIA and the atom bomb are current newsreel highlights. Other items include football, fashions, and human interest events. Complete contents follow:

MOVIETONE NEWS, No. 78—Russia and the atom bomb. Swim time in California. Pigskin parade.

NEWS OF THE DAY, No. 208—Russia and the atom bomb. New Jersey State Fair in Trenton. California: Bathing beauties go marching on. Football.

PARAMOUNT, No. 11—Russia and the atom bomb. Football season opens.

TELENEWS DIGEST, No. 39-A—Russia and the atom bomb. Two Italian pilots in plane tragedy. B-36 bomber probe continues. Football.

UNIVERSAL NEWSREEL, No. 286—Russia and the atom bomb. Swim suits of 1950. Football.

WARNER PATHE NEWS, No. 13—Atom bomb. Shirley May France reception. California pole sitter. Swim suits. Dangerous occupations. Football.

Two-a-Month Set From Lippert

Lippert Productions will release two pictures a month beginning in October under a revised distribution schedule it was disclosed here yesterday by general sales manager Arthur Greenblatt at the initial session of the firs in a series of regional sales meetings Company exchange heads from Boston, Philadelphia, Buffalo, Pittsburgh New York and Washington are attending the meeting, being held here at the Warwick Hotel.

After the final New York session today, Greenblatt and company president Robert L. Lippert will leave for Chicago where the second regiona will be conducted on Friday and Saturday. The third conference will be held in San Francisco on Oct. 7-8.

Greenblatt, who told yesterday' conferees that the current year wil be the company's "biggest yet," reported that the following have been named branch managers of newly-acquired exchanges: Harry Gaffney Kansas City; William Onie, Cincinnati; Justin Spiegle, Cleveland; William Flemion, Detroit.

Lippert revealed that he has entered the short subject field by setting six Western "Kid Komedies" for the company's current year's product.

S P G in One-Hour Work Stoppage Here

A special Screen Publicists Guil membership meeting here yesterda actually constituted a one-hour work stoppage, as the publicists left work a 12:30 and returned at 2:30.

Attending were some 225 publicist from all home offices with the exception of United Artists and Eagle-Lion which have separate contracts.

Meanwhile, the SPG membershi will vote on a strike next Tuesday and SOPEG will vote on Oct. 6.

Michaelson with MPSC

William Michaelson has been name district manager in the Washingto territory for the Motion Picture Sale Corp.

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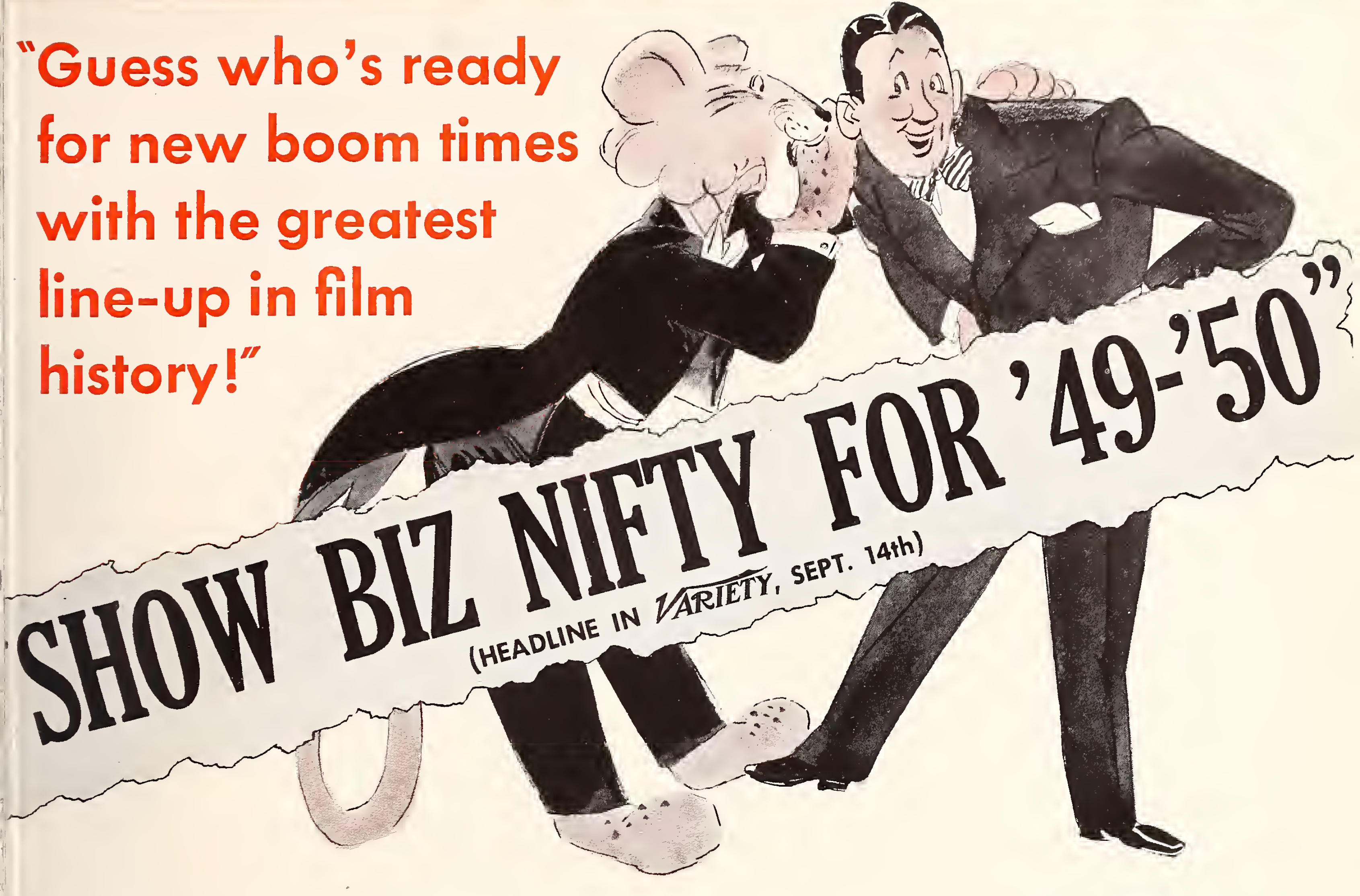
"Guess who's ready for new boom times with the greatest line-up in film history!"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NIFTY!

"RED DANUBE" Frisco and Boston Premieres sensational. Next Memphis and Houston.

"BATTLEGROUND" Long-range campaign starts in N. Y. for big Astor World Premiere.

"ADAM'S RIB" The comedy that's the talk of Hollywood.

"THAT FORSYTE WOMAN" 5 big stars! Technicolor! A great attraction! Soon at Radio City Music Hall.

"MADAME BOVARY" Box-office eyeful!

"THAT MIDNIGHT KISS" Technicolor musical joy!

"DOCTOR AND THE GIRL" A sleeper! Watch!

"INTRUDER IN THE DUST" One of the year's outstanding triumphs! Coming to thrill!

AND A VAULT-FULL OF MORE! MORE! MORE!

Theatre 'TV' Set by FP-C

TORONTO, Sept. 27.—J. J. Fitzgibbons, president of Famous Players Canadian Corp., is not waiting for the Dominion government to sanction telecasts and has arranged for the first TV presentation in a Canadian theatre with the showing of the world's baseball series at the 3,343-seat Imperial in Toronto, ace FP-C house, where equipment has been installed.

Fitzgibbons said that arrangements to screen the games by television have practically been completed, using the film-reception method. Sponsors of the telecast in the United States have agreed to the Toronto tie-in for reception from Buffalo. The films will then be rushed from Toronto to key Famous Players' theatres in other Ontario cities.

World Series Video, 2 Films for $1.20

Admission price at Fabian's Fox, Brooklyn first-run, will be advanced from 55 cents to $1.20 for the World Series games, which will be picked up on the theatre's regular screen.

The video show will be offered in addition to the regular double-feature program at the house. In case a game is called, patrons will be given "rain checks" entitling them to refunds of the ticket costs in excess of the regular admission price.

Oppose Color Video Not Fitted to Black and White

WASHINGTON, Sept. 27.—Raymond C. Cosgrove, president of the Radio Manufacturers Association, today told the Federal Communications Commission that RMA members are opposed to any color system which cannot at least be received on existing sets in black and white.

This apparently is aimed at the CBS color system, which requires an adapter on present sets. The RCA system does not entail this objection, being able to take the color image on existing sets in black and white.

Mullin to Install Wide-Screen Video

BOSTON, Sept. 27.—Martin J. Mullin, general manager of New England Theatres, states that the Metropolitan, Boston, will install DuMont large-screen television about Jan. 1. Equipment will be the same as the Paramount's in New York City.

Pilgrim Telecast, $1.80

BOSTON, Sept. 27.—World Series baseball games telecast at American Theatres Corp.'s Pilgrim Theatre will carry an admission scale of $1.25 to $1.80, the program to include the regular double-feature film program.

20th-Fox Prints

(Continued from page 1)

representatives of New York State, New England, the Mideast and South.

Citing "Father Was a Fullback" as the first example of the new booking highs, Smith said that bookings up to Dec. 4 so far total 6,132. With an original allotment of 375 prints ordered, the company has raised this to a new all-time high of 542 prints.

On "Oh, You Beautiful Doll," which will be nationally released in November, the print allotment has been increased 15 per cent to fill playdates in more than 350 key cities.

"Battleground"

(Continued from page 1)

soldier, telescopically reduced to one squad. Van Johnson is nonchalant and woman-conscious. John Hodiak is the cynical columnist from Sedalia, Missouri. Ricardo Montalban is Mexican to whom snow at first hand is new. George Murphy is the over-age soldier, discharged but unable to get out. Guy Anderson keeps his watch on Central Standard Time to remind him of Springfield, Illinois, and his family. Bruce Cowling is the tough squad leader whose post Johnson later assumes. Jerome Courtland is the Kentucky mountaineer who sleeps happier in his socks. Douglas Fowley is the wise-guy with the clicking false teeth. James Whitmore is the hard-as-nails, tobacco-spitting platoon sergeant. Marshall Thompson is the replacement who acquires comradeship with the others in the fox-holes. Leon Ames is the "Holy Joe" who reminds why the men are fighting and asks each to pray according to his own religion.

These, plus a few others, comprise the assorted group at Bastogne—hemmed in, freezing, bogged down, short of necessities, complaining bitterly, laughing ironically, fighting cautiously and savagely, alerted by danger, cursing the weather and like a pack of uncontrollable schoolboys when the supply parachutes plummet in by the hundreds from roaring planes above.

"BATTLEGROUND" is episodic and confined to a narrow story channel. No one soldier emerges in triumphant heroism above any of the others. No one soldier turns the tide of battle. There is nothing to indciate that this small group, pinpointed so sharply for emphasis, has rendered service beyond the routine duties of a rear-guard action. This miniscule segment of an imperiled military machine, in fact, is never certain of what country it is in and even less certain of the part it is playing in mightier events.

In many respects, those events were mighty enough to determine the war, yet little of that is conveyed. There is dialogue to point it up, but the story and screenplay, by Robert Pirosh—he was at Bastogne, incidentally—settled upon localized action and skirmish almost entirely. The full weight of that strategic battle is supported by photographic montages, but had the screen at some climactic junction burst into a veritable holocaust of war the individualistic experiences of the pivotal characters then would have taken on a more profound drama and a deeper meaning.

This is one view of what impresses as a vital shortcoming in an otherwise penetrating dramatization of men at war. It is not enough to impair the general excellence in performances, the forceful direction by William A. Wellman, or the superb production by Dore Schary who here takes his first screen credit since assuming the studio helm at M-G-M. Pirosh, in addition to his writing chores, served as associate producer.

Running time, 118 minutes. General audience classification. For November release.

RED KANN

Sullivan Optimistic On Theatre Video

Gael Sullivan, executive director of Theatre Owners of America, in a statement commenting on the current FCC color television hearings in Washington which he will incorporate into a speech before the TESMA convention in Chicago today stated that television will grow and theatres will grow with it.

"I am confident," he said, "that the Commission understands the great role which exhibitors can play in the expansion of television. We have made our contribution to the welfare of America and this new technological development will be but another medium by which we can better serve the public.

Levey's Skiatron

(Continued from page 1)

demonstrate its Supersonic Theatre-Vision projector which utilizes a standard carbon arc lamp as a light source and produces images 20 feet wide for use on screens of film theatres, it is said.

"The Supersonic TV projector will satisfy the requirements of a competitive nationwide system of theatre television," said a company statement.

Levey also announced the appointment of Corydon M. Johnson as vice-president, and William Levy as secretary-treasurer. The three officers are also directors. Johnson is president of Corydon M. Johnson Co., Inc., Long Island engineering and advertising firm.

Elect Colvin

(Continued from page 1)

post replaces the former vice-presidency title. Others named and re-elected on the TEDA executive committee are: F. A. Van Husan, Western Theatre Supply; Joe Hornstein; W. E. Carrell, Falls City Equipment; John P. Filbert; Ray Busler, United Theatre Supply; Jack L. Rice; H. J. Ringold, Ringold Theatre Equipment; K. R. Douglas, Capitol Theatre Supply Co.; J. Eldon Peek, Oklahoma Theatre Supply Co.; former vice-president Ernie Forbes; Nash Weil, Wilkin Theatre Supply, and Henry Sorenson, Modern Theatre Equipment Co.

Exhibitor attendance including today's session is upwards of 900, while the symposium on industry problems is expected to attract several hundred more before close of the three-day meeting. Five hundred exhibitors, dealers and theatre operators were guests of the TEDA banquet this evening. National Carbon Company additionally hosted an open-house cocktail party preceding the banquet.

Wednesday's session promises to be the busiest, with RCA's demonstration of "instantaneous television" on a 20 by 15 foot screen climaxing the proceedings. A specially produced boxing exhibit has been arranged for the demonstration, which will be transmitted from the NBC studios here. The device is a prototype of the commercial model now in production at RCA's Camden, N. J., plant for Fabian's Brooklyn Fox Theatre. It is essentially a cylindrical projector 30 inches in diameter and 36 inches long, which can be mounted in front of the theatre balcony or suspended from the ceiling.

Buffalo Action

(Continued from page 1)

proceedings Columbia was dismissed as one of the defendants.

Judge Knight ruled that the plaintiff failed to prove any violation of either the Sherman or Clayton Acts and, moreover, if any such violations were proved, there was no proof that damages had been incurred by Dipson. It was in a 46-page opinion that Judge Knight decided the case entirely in favor of the defendant companies. The same jurist heard the Schine action brought by the U. S. Dipson claimed his three theatres in Buffalo and one in Tonawanda, N. Y., were illegally deprived of product.

The non-jury trial of the Dipson action began on Sept. 14, 1948, and ran for nine weeks. The last briefs were filed in April.

The case was argued by Edward and George Raftery in behalf of Warners, Vitagraph, United Artists and Universal; Sidney Pfeiffer, of Buffalo, for 20th Century-Fox and RKO; Harry Pimstein for RKO, and Frank Raichle, for Buffalo Theatres, Paramount and Loew's.

US Earnings in UK

(Continued from page 1)

effect of devaluation, he declared, "is the automatic confiscation of 30 per cent of pounds frozen in England."

Hazen remarked that the necessity of blocking funds no longer existed, adding that "whether the freeze will be continued is an open question."

He saw no way of recouping this loss, saying that "you can't increase film rentals."

Hazen said that the investment of frozen pounds would have to await the results of devaluation. He declared that the pound, at $2.80, is undervalued. "It is worth more," he said, "and could replace in the American market about $3.50 to $4."

Hazen observed that there are some who think it more economical to produce in England. "But," he added, "the price factor has never been a deterrent to making pictures in England." What counts, he said, is the "acceptability of British pictures in the American market."

12 Going Abroad

(Continued from page 1)

ences with the sales staff there and will then proceed to Rome, Paris and London and then return to New York. They are slated to sail from here on Oct. 17 on the *S.S. Saturnia* and will be away for a month.

Rodgers pointed out that the men selected to represent the domestic staff in an exchange of selling ideas were chosen because of their individual efforts during the "Anniversary Year."

The 12 include: Southern sales manager Rudolph Berger, with headquarters in Washington, and his assistant in the field, John S. Allen, of Dallas; district manager Walter E. (Doc) Banford of Chicago; branch managers Hillis Cass, Montreal; Louis Formato, Philadelphia; Saal Gottlieb, Pittsburgh; Carl P. Nedley, Salt Lake City, and Jacques C. ReVille, Charlotte; Louis J. Webber, assistant branch manager, Dallas; Irving Jacobs, salesman of Pittsburgh; Harry W. Bache, Philadelphia booker, and Louis Orlove, on field promotions in Milwaukee.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 63 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 29, 1949 TEN CENTS

MGM Drive-In Survey Will Cover Country

Proper Runs for Outdoor Theatres Is Objective

M-G-M has plans to extend its currently localized survey on the competitive effects of drive-ins and their proper market grooves in relation to standard houses so that regional areas throughout the country would be fully covered.

Study is now underway in New Jersey, Indiana and St. Louis territories with outside survey organizations doing the actual field work. The results so far are said to be inconclusive.

By covering the entire country, the company hopes to achieve an accurate picture of the extent, if any, of competition between an outdoor house and the conventional theatre so that the proper run for the drive-in can be determined.

The results of informal conversa-

(*Continued on page 7*)

Hearings on For Drive-In

Chicago, Sept. 28.—The industry's first drive-in court action on clearances got underway today in U. S. District Court before Judge John P. Barnes with the plaintiff, South Bend Auto Drive-in, contending that drive-ins are not in competition with standard houses. Seymour Simon is representing the plaintiff.

In answering, attorney Edward Johnston, for Paramount, said that

(*Continued on page 7*)

Cut U.K. Equipment Prices for Canada

Toronto, Sept. 28.—Gaumont-Kalee, Ltd., Toronto, through general manager E. L. Harris, has announced an immediate reduction on Canadian prices of British theatre equipment of all kinds because of the U.K.'s devaluation of the sterling currency. GK projection equipment will now sell at prices practically equal to those for projection and sound systems imported from the U. S.

Nine Large Cities Collected Taxes On Admissions Totaling $10,204,000

Washington, Sept. 28.—Nine of the country's 37 largest cities levied taxes on admissions last year, and collected $10,204,000 from them, the U. S. Census Bureau reported here today. This is the first time the Census Bureau has given a breakdown on big-city admission tax collections. (The 20 per cent Federal ticket tax is, of course, additional).

Chicago collected $2,018,000; Philadelphia, $4,297,000; Cleveland, $614,000; St. Louis, $225,000; Pittsburgh, $1,590,000; New Orleans, $448,000; Cincinnati $322,000; Seattle, $535,000; Columbus, $155,000.

Wyler Wants More Production 'Liberty'

Paramount producer-director William Wyler said here yesterday that he supports "wholeheartedly" the contention of Samuel Goldwyn that the Production Code should be "brought up to date." In Wyler's opinion the American film industry should have production liberty on a par with that of the New York legitimate stage.

M-G-M production head Dore Schary and 20th-Fox production chief Darryl F. Zanuck recently stated they disagreed with the Goldwyn viewpoint.

Wyler, here from Hollywood to work with the Paramount advertising-publicity department in its pre-Music Hall-opening campaign on "The Heiress," his latest picture, contends that the industry could help itself most public relations-wise by producing "distinguished and intelligent pictures about something other than just who loves who and why."

The producer said he has laid out a production program which he believes is in conformity with his contention. His next will be Theodore Dreiser's "Sister Carrie," to be fol-

(*Continued on page 6*)

M-G-M Retrenchs to Meet Pound's Drop

Hollywood, Sept. 28.—As a direct result of the recent devaluation of the British pound sterling, M-G-M executives have ordered a retrenchment program for the elimination of waste in production and administration.

Louis B. Mayer and Dore Schary, company vice-presidents, told studio officials at a special meeting that with devaluation in Britain and other nations a 30 per cent decline in foreign theatre grosses is in prospect. They asked for more careful preparation of scripts to insure quality and avoid waste, and department heads were asked to survey their departments with the view of the elimination of any personnel that can be spared.

Electricians Halt Elstree Production

London, Sept. 28.—A complete work stoppage at Associated British studios, Elstree, resulted from an unofficial strike of 88 members of the Electrical Trades Union today in consequence of a readjustment of the studio electrical staff.

Claim Fast Loop Play-off Limits Patron Potential

Chicago, Sept. 28.—The faster play-off in the Chicago area under the Jackson Park decree (in enforcement nearly two years) dissipates the maximum audience potential on films too quickly, distributors here complain. Patrons, they claim, have to choose within too short a period among a handful of top films. They nevertheless concede that rentals are considerably higher than under the old system.

The average film under the present system, which prohibits films from playing beyond two weeks in defendant Loop houses, reaches its local booking span of life normally in a five-week period. This includes the

(*Continued on page 6*)

Depinet to Address Allied States Meet

Ned E. Depinet, RKO president and chairman of the Conference Committee of the Motion Picture Industry, has accepted an invitation to speak at the national convention of Allied States, to be held on October 24-26 in Minneapolis. Invitation to address the convention, on Oct. 26 was extended by Allied's board of directors.

Depinet will talk on the industry public relations plans evolved at the Chicago public relations conference and will explain the basic objectives of the setup.

DamagesProof Harder Under Dipson Ruling

Anti-Trust Law Violation Alone Seen Insufficient

Theatremen might find the collection of damages in anti-trust actions against distributors more difficult as a result of the opinion handed down on Tuesday by Judge John Knight in U. S. District Court in Buffalo, dismissing the suit instituted by Dipson Theatres and Century Theatrical Enterprises, according to Edward C. Raftery who, with his brother George, represented United Artists, Warners and Universal in the action.

Judge Knight ruled that the plaintiff must first prove the fact of damages and also must provide a set of facts from which the court can determine specific damages. In other words, said Raftery, proof of violation of the anti-trust laws is not sufficient to collect damages; the plaintiff must give concrete evidence that he in-

(*Continued on page 7*)

Urges Duals: Films-Video

Chicago, Sept. 28.—Si Fabian, head of Fabian Theatres, today called for "a practical scheme for a new double feature in theatres—film and television." Addressing the TESMA convention here, Fabian pointed out, however, that "the real nationwide growth of theatre television will require lower equipment prices."

He warned theatre owners against permitting the "television parade" to

(*Continued on page 7*)

AFM Dispute Up At Oct. 3 Parley

Jurisdictional feud between the American Federation of Musicians and the American Guild of Variety Artists has been slated for a thorough airing at the American Federation of Labor convention in St. Paul on Oct. 3.

Charging that AGVA had "raided" the AFM's membership, AFM president James C. Petrillo on Aug. 31 ruled that no AFM member may join or remain a member of AGVA.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and Mrs. Skouras, will leave here today by United Air Lines for Denver and Hollywood.

•

Homer Harman, formerly director of advertising-publicity at New York's Roxy Theatre, is head of a new realty development in the King's Point section of Great Neck, Long Island.

•

Bert L. Orde, motion picture advertising representative for *Redbook* magazine, will arrive in Los Angeles on Monday from New York for a 10-day stay.

•

F. E. Geesal, Hymen M. Wheeler, Milt Brauman and David Brown, Pittsburgh, and Sam Wheeler, Washington, were recent visitors at the New York Variety Club.

•

Mrs. William T. Orr, wife of the Warner Brothers' executive and the daughter of Mrs. Ann Warner, is the mother of a baby boy born at Good Samaritan Hospital, Hollywood.

•

Dr. J. Georges Bouchard and Donald Cameron have been re-appointed for a term of three years on the National Film Board of Canada.

•

Paul McNamara, Selznick Releasing Organization national advertising-publicity director, is here from Hollywood.

•

Joel Levy, Loew's out-of-town booker, has returned here from a week's tour of the circuit's New England houses.

•

Nathan Levinson, head of Warners studio sound department, celebrated his 23rd year with the company.

•

Frank Slavik, owner of the Capitol Theatre, Mt. Gilead, O., sustained a broken wrist in an automobile accident.

•

Eugene Arnstein, Film Classics treasurer, will leave here today by plane for New Orleans.

•

Jack Cohn, Columbia executive vice-president, returned here yesterday from Miami.

•

Lewis Cotlow, producer, has returned here from his third expedition to the Amazon country.

•

Julian Lesser, producer, has arrived in New York from Hollywood.

•

Al Jolson was a White House visitor yesterday.

•

Mark Stevens, actor, has left New York on a tour of veterans' hospitals.

'Jolson' in the Midwest

Detroit, Sept. 28.—The Madison Theatre on Oct. 13 will give "Jolson Sings Again" its Midwest premiere.

'Hamlet' Gets Scroll At Press Luncheon

Universal-International will mark the first anniversary of the record run of Laurence Olivier's "Hamlet" at the Park Avenue Theatre in New York today with a luncheon at the 21 Club for New York film critics and the publishers and editors of the trade papers, and with a huge birthday cake at the theatre for all patrons attending today's performances. New York University's department of motion pictures will award a special scroll to "Hamlet," a J. Arthur Rank production, at the luncheon. The scrolls will be presented by Dean Thomas Clark Pollock of the University's Washington Square College of Arts and Science, to Nate J. Blumberg, president of Universal, on behalf of Rank. Prof. Robert Gessner, chairman of the motion picture department will speak. Also attending from N.Y.U. will be vice-chancellor Harold O. Voohis.

Attending the luncheon from the Rank Organization will be J. B. L. Laurence, Seymour Peyer and Jerry Dale. From U-I will be John J. O'Connor, Maurice A. Bergman, Henry A. Linet, Charles Simonelli, Philip Gerard, Jeff Livingston and Milt Livingston.

Which Headlines Will You Read?

Hollywood, Sept. 28.—Replying to unfavorable publicity surrounding the recent Humphrey Bogart nightclub brawl, the Motion Picture Industry Council recited a long list of community actions sponsored or supported by members of the industry, and asked the question, "Which Set of Headlines Will You Read?"

Among the activities listed were the fund-raising campaign for the Community Chest, visits to veterans hospitals, the safety award given a leading Los Angeles showman for production of a series of traffic accident shorts, Variety Club of Southern California's drive for a Boys' Club, and others.

US Asks More Time For Griffith Order

Oklahoma City, Sept. 28.—The Department of Justice has petitioned the Federal District court here for 60 days additional time for filing its findings and proposed judgment in the Griffith Theatres anti-trust suit.

Filing originally was scheduled for Saturday. If the extension is not granted the government reportedly will file basic proposals on Saturday and supplemental details later.

New Home Office and Theatre for Crescent

Nashville, Sept. 28.—Cresent Amusement Co. has awarded a contract for the construction of a three-story building here to house a new Princess Theatre and administration offices for Crescent on the second and third floors. Designed to seat 1,200, the theatre will have a stage and dressing rooms for stage or vaudeville shows. The cost is estimated at $400,000.

State Dept. Again Without Film Chief

Washington, Sept. 28.—Merrill C. Gay has been transferred from his post as State Department film expert and liaison to the Department's Far Eastern division, and the Department is currently seeking a successor for the job.

The new man will be the fourth to fill the film post in less than two years, a turnover which is hardly reassuring to the industry. The industry has indicated it would prefer someone to stay on the job fairly long, such as George Canty, who spent four years in the post. That way, the industry figures, the man picks up familiarity with the job and can really help the film business.

10-Nation Premiere For 20th's 'Foxes'

A 10-nation premiere has been set for 20th Century-Fox's "Prince of Foxes." Fifteen cities of the world will open the picture in November.

Theatres involved in the worldwide debut are: Luxor, Buenos Aires; Rex Cine, Anvers, Belgium; Eldorado or Eden, Charleroi, Belgium; Liege Palace, Liege, Belgium; Palacio, Rio de Janeiro; Bolivar, Quito, Ecuador; Cairo Palace, Cairo; Odeon, London; Roxy, Hong Kong, and the Central in Caracas, Venezuela. In addition, the picture will open in Australia and Bogota and Cali, Colombia, and in Paris at theatres yet to be designated.

Legion Reviews 8; Classifies Two 'B'

Eight additional films have been reviewed by the National Legion of Decency, with two receiving a B classification; they are: United Artists's "The Big Wheel" and "Without Honor."

In Class A-1 are: Columbia's "Blondie Hits the Jackpot" and Monogram's "Jiggs and Maggie in Jackpot Jitters." In Class A-2 are: Republic's "The Fighting Kentuckian"; Paramount's "My Friend Irma," and 20th Century-Fox's "Pinky" and "Prince of Foxes."

E. Harris Ware, 71

Boston, Sept. 28.—E. Harris Ware, 71, Marblehead exhibitor, died here last night. He formerly owned the Warwick, Marblehead, Lansome, Beverly, Strand, and Peabody. Funeral service will be on Saturday at the Marblehead Unitarian Church. Burial is at Waterside Cemetery, Marblehead.

Choose 'Columbus'

Hollywood, Sept. 28.—The Protestant Motion Picture Council has selected the J. Arthur Rank-Universal-International production, "Christopher Columbus," as its "picture of the month" for October.

New Admission Tax Troubles in States

Washington, Sept. 28.—Still reeling from an admission tax set-back in Florida, the industry may face more tax trouble in Delaware, according to the Motion Picture Association of America's legislative representative, Jack Bryson. The Delaware legislature has just started a special session to raise money for a veterans' bonus, approved by a recent referendum among the state's voters, and Bryson expects an admission tax to figure prominently in the state's new revenue possibilities.

The Florida legislature, at a special session which ended last Saturday, approved a three per cent tax on tickets costing over 40 cents. Slightly offsetting this decision, the state ruled that no new municipal admission taxes could be levied, though existing city admission taxes could stay in effect.

J. A. Maurer Will Address Forum

J. A. Maurer, president of J. A. Maurer, Inc., and vice-president of the Society of Motion Picture Engineers, will discuss "The Problems of the Film Producer, With the Advent of Color Television," at the production forum session of the National Television Film Council's second quarterly forum meeting today at the Hotel Astor here. Forum will include a distribution forum, headed by John Mitchell: a production forum, headed by Henry Morely, president of Dynamic Films, and a TV station forum headed by Ed Evans, film relations director of WPIX.

Second annual election of NTFC officers will take place in the evening at a dinner at the Brass Rail.

Film Quality Up, Says Miss Swanson

The quality level of motion pictures today is generally better than during the war years, Gloria Swanson declared here yesterday. Miss Swanson shortly will embark on a country-wide tour to promote Paramount's "The Heiress" as well as develop good industry relations. Her first stop will be in Boston in about 10 days. She will address women's groups, preview groups, and other organizations.

Miss Swanson has just completed "Sunset Boulevard" for Paramount, marking her first appearance in films since 1941. Miss Swanson said her future plans call for some more pictures, as well as radio and television work.

Coaches at Preview

College and professional football coaches and sports editors, writers and columnists will be guests of 20th Century-Fox here tonight at a preview of "Father Was a Fullback," to be held at Toots Shor's Restaurant.

Irving Hecht Advances

Irving Hecht, formerly in charge of special effects for Cineffects, Inc., has been appointed secretary and general manager of the company.

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NOBODY'S AS GOOD
AS BETTE DAVIS
WHEN SHE'S BAD!

ETTE DAVIS · JOSEPH COTTEN IN **"BEYOND THE FOREST"**

Also Starring **DAVID BRIAN · RUTH ROMAN**

Directed by KING VIDOR

SCREEN PLAY BY LENORE COFFEE
From the novel by Stuart Engstrand
Music by Max Steiner

Produced by HENRY BLANKE

WARNER BROS. ARE GEARED TO GO AS NEVER BEFORE

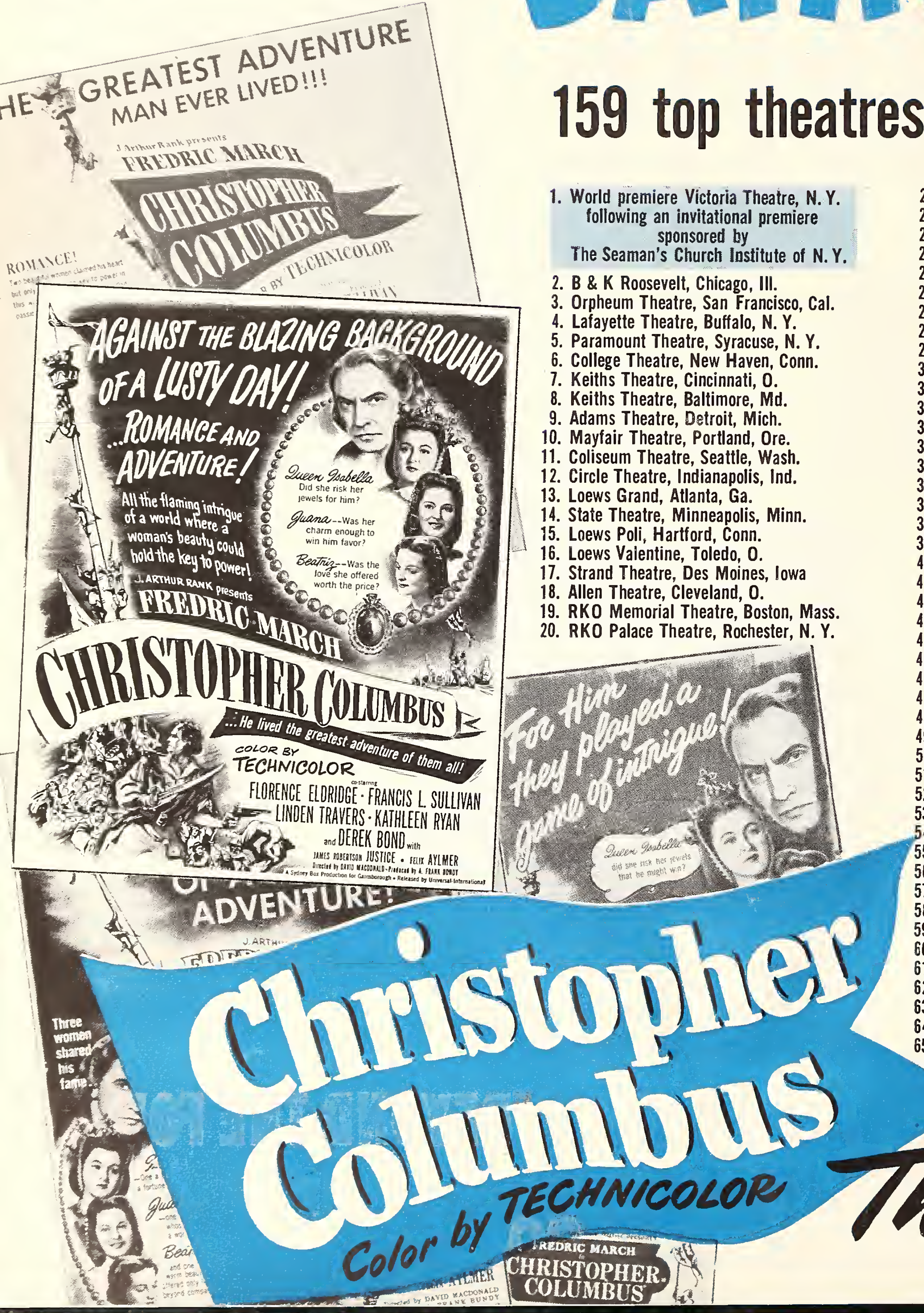
UI

THE INDUSTRY'S
SHOWMANSHIP
LEADER

gives you the
DATING

159 top theatres will celebrat

1. World premiere Victoria Theatre, N. Y. following an invitational premiere sponsored by The Seaman's Church Institute of N. Y.
2. B & K Roosevelt, Chicago, Ill.
3. Orpheum Theatre, San Francisco, Cal.
4. Lafayette Theatre, Buffalo, N. Y.
5. Paramount Theatre, Syracuse, N. Y.
6. College Theatre, New Haven, Conn.
7. Keiths Theatre, Cincinnati, O.
8. Keiths Theatre, Baltimore, Md.
9. Adams Theatre, Detroit, Mich.
10. Mayfair Theatre, Portland, Ore.
11. Coliseum Theatre, Seattle, Wash.
12. Circle Theatre, Indianapolis, Ind.
13. Loews Grand, Atlanta, Ga.
14. State Theatre, Minneapolis, Minn.
15. Loews Poli, Hartford, Conn.
16. Loews Valentine, Toledo, O.
17. Strand Theatre, Des Moines, Iowa
18. Allen Theatre, Cleveland, O.
19. RKO Memorial Theatre, Boston, Mass.
20. RKO Palace Theatre, Rochester, N. Y.
21. RKO Keiths Theatre, Washington, D.
22. Loews Theatre, Houston, Tex.
23. RKO Albee Theatre, Providence, R. I.
24. Karlton Theatre, Philadelphia, Pa.
25. Loews Regent, Harrisburg, Pa.
26. Loews Colonial, Reading, Pa.
27. Midway Theatre, Allentown, Pa.
28. Loews Majestic, Bridgeport, Conn.
29. Orpheum Theatre, New Orleans, La.
30. Malco Theatre, Memphis, Tenn.
31. Miami, Miracle, & Lincoln, Miami, Fla.
32. Colonial Theatre, Erie, Pa.
33. Loews State, Norfolk, Va.
34. Loews, Richmond, Va.
35. Loews Theatre, Louisville, Ky.
36. Strand Theatre, Niagara Falls, N. Y.
37. State Theatre, Cedar Rapids, Iowa
38. Center Theatre, Charlotte, N. C.
39. RKO Keiths, Grand Rapids, Mich.
40. Times, Del Paso, & Tower, Sacramento,
41. Loews Ohio Theatre, Columbus, Ohio
42. Empire Theatre, New Bedford, Mass.
43. College Theatre, Bethlehem, Pa.
44. Playhouse Theatre, St. Petersburg, Fla.
45. Garrick Theatre, Duluth, Minn.
46. Esquire Theatre, Oakland, Cal.
47. Cambria Theatre, Johnstown, Pa.
48. Rex Theatre, Baton Rouge, La.
49. Academy Theatre, Fall River, Mass.
50. Nona Theatre, Lafayette, La.
51. Loews Majestic Theatre, Evansville, In
52. Rockland Theatre, Nyack, N. Y.
53. Don Theatre, Shreveport, La.
54. Riverside Theatre, Milwaukee, Wisc.
55. RKO Keiths Theatre, Lowell, Mass.
56. Strand Theatre, Muncie, Ind.
57. Granada Theatre, Reno, Nev.
58. Loews Poli, Waterbury, Conn.
59. Regent Theatre, Dunkirk, N. Y.
60. Lincoln Theatre, Decatur, Ill.
61. Palace Theatre, Akron, O.
62. Weis Theatre, Savannah, Ga.
63. 5 Points Theatre, Jacksonville, Fla.
64. Strand Theatre, Waterloo, Iowa
65. RKO Virginia Theatre, Champaign, Ill.


GREATEST ADVENTURE MAN EVER LIVED!!!
J. Arthur Rank presents
FREDRIC MARCH
CHRISTOPHER COLUMBUS
COLOR BY TECHNICOLOR
ROMANCE!
AGAINST THE BLAZING BACKGROUND OF A LUSTY DAY!
...ROMANCE AND ADVENTURE!
All the flaming intrigue of a world where a woman's beauty could hold the key to power!
Queen Isabella Did she risk her jewels for him?
Juana--Was her charm enough to win him favor?
Beatriz--Was the love she offered worth the price?
J. ARTHUR RANK presents
FREDRIC MARCH
CHRISTOPHER COLUMBUS
...He lived the greatest adventure of them all!
COLOR BY TECHNICOLOR
FLORENCE ELDRIDGE · FRANCIS L. SULLIVAN
LINDEN TRAVERS · KATHLEEN RYAN
and DEREK BOND
For Him they played a game of intrigue!
Queen Isabella did she risk her jewels that he might win?
ADVENTURE!
Three women shared his fame...
Christopher Columbus
Color by TECHNICOLOR
FREDRIC MARCH
CHRISTOPHER COLUMBUS

The most

most exciting the year!

Columbus Day with "Christopher Columbus"

6. State Theatre, Eau Claire, Wisc.
7. State Theatre, Eureka, Cal.
8. Esquire Theatre, Davenport, Iowa
9. Granada Theatre, Spokane, Wash.
0. Tivoli Theatre, Richmond, Ind.
1. Ritz Theatre, Birmingham, Ala.
2. Hollywood Theatre, Atlantic City, N. J.
3. Drive In Theatre, Daytona Beach, Fla.
4. Dodge Theatre, Fort Dodge, Iowa
5. Rafael Theatre, San Rafael, Cal.
6. Center Theatre, Portsmouth, N. H.
7. Grand Theatre, Terre Haute, Ind.
8. Esquire Theatre, Stockton, Cal.
9. Palace Theatre, Huntington, W. Va.
0. Riviera Theatre, St. Paul, Minn.
1. Vogue Theatre, Salinas, Cal.
2. Prairie Lake D.I. Theatre, Orlando, Fla.
3. West Bend Theatre, West Bend, Wisc.
4. Roxy Theatre, Everett, Wash.
5. Avon Theatre, Dubuque, Iowa
6. Manor Theatre, San Mateo, Cal.
7. Rocket Theatre, Rock Island, Ill.
8. Avenue Theatre, Yakima, Wash.
9. Broadway Theatre, Haverstraw, N. Y.
0. Berkeley Theatre, Berkeley, Cal.
1. Vaska Theatre, Lawton, Okla.
2. Pitt Theatre, Lake Charles, La.
3. Hanlon Theatre, Vallejo, Cal.
4. Michigan Theatre, Escanava, Mich.
5. Loews Theatre, Dayton, O.
6. Loews Poli, Norwich, Conn.
7. Roxy Theatre, Springfield, Ill.
8. Downtown Theatre, Mobile, Ala.
9. Hollywood Theatre, Sioux City, Iowa
0. Rivoli Theatre, La Crosse, Wisc.
1. Park Theatre, Tampa, Fla.
2. Rialto Theatre, Charleston, W. Va.
3. Nu Luna Theatre, Sharon, Pa.
4. Paramount Theatre, Anderson, Ind.
5. Holly Theatre, Medford, Oregon
6. Lafayette Theatre, Suffern, N. Y.
7. Trail Theatre, Colorado Springs, Colo.
8. State Theatre, Rhinelander, Wisc.
9. Court Theatre, Wheeling, W. Va.
0. Bayview Theatre, Biloxi, Miss.

111. Lawler Theatre, Rochester, Minn.
112. Esquire Theatre, Medford, Ore.
113. Indiana Theatre, Marion, Ind.
114. Lafayette Theatre, Lafayette, Ind.
115. El Camp Theatre, Antioch, Cal.
116. Wanee Theatre, Kewanee, Ill.
117. Roxy Theatre, Bremerton, Wash.
118. Parker Theatre, Parkersburg, W. Va.
119. Majestic Theatre, Chillicothe, O.
120. State Theatre, Springfield, O.
121. Elwha Theatre, Port Angeles, Wash.
122. Manor Theatre, Wilmington, N. C.
123. Viking Theatre, Appleton, Wisc.
124. Esquire Theatre, Klamath Falls, Ore.
125. Illini Theatre, Moline, Ill.
126. American Theatre, Bellingham, Wash.
127. Gateway Theatre, Kenosha, Wisc.
128. Ringling Theatre, Baraboo, Wisc.
129. Esquire Theatre, Modesto, Cal.
130. Fischer Theatre, Danville, Ill.
131. Nordic Theatre, Marquette, Mich.
132. Heilig Theatre, Eugene, Ore.
133. Bibb Theatre, Macon, Ga.
134. Vista Theatre, Negaunee, Mich.
135. Vanlee Theatre, Bloomington, Ind.
136. Butler Theatre, Ishpeming, Mich.
137. Palace Theatre, Bryan, Tex.
138. State Theatre, Pittsfield, Mass.
139. State Theatre, Ithaca, N. Y.
140. Majestic Theatre, Hornell, N. Y.
141. Palace Theatre, Jamestown, N. Y.
142. Playhouse Theatre, Princeton, N. J.
143. State Theatre, State College, Pa.
144. Florida Theatre, Pensacola, Fla.
145. Bradley Theatre, Columbus, Ga.
146. Palace Theatre, Ft. Wayne, Ind.
147. Strand Theatre, Kingsport, Tenn.
148. Capitol Theatre, Ashland, Ky.
149. Kuhl Ave. Drive-in Theatre, Orlando, Fla.
150. Desoto Theatre, Rome, Ga.
151. Cooper Theatre, Grand Junction, Colo.
152. Sterling Theatre, Greeley, Colo.
153. Catalina, Tucson, Ariz.
154. Ritz Theatre, Texarkana, Ark.
155. Paramount Theatre, Newport, R. I.

156. Penney Theatre, Boise, Idaho
157. Community Theatre, Catskill, N. Y.
158. Florida Theatre, Pensacola, Fla.
159. Strand Theatre, Kingsport, Tenn.
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There are 41 prints still available. Don't lose time! Play it while it's hot! The tremendous national promotional job being done on "Christopher Columbus" will reach its peak for Columbus Day openings.

See your local U-I booker TODAY and set the date.

Exciting Adventure man ever lived!

Control of TV in Canada Disputed

OTTAWA, Sept. 28.—Jurisdictional control of television in the Dominion is the subject of arguments which have reached high governmental levels.

The Canadian Broadcasting Corp. appeared before the Royal Commission on Arts and Sciences here and asked that it be left with jurisdiction over television.

The CBC suggested that there should be an "adequate" license fee fixed for television receiving sets and that the fee be paid by set owners only when Canadian stations start actual operations.

"In television," stated another presentation to the Commission, made by the Canadian Association of Broadcasters, "the Association requests that steps be taken to permit private enterprise to enter the television field immediately. We request the regulation of television be placed under the separate regulatory authority we have asked for in connection with amplitude modulation broadcasting.

"We suggest that the period of time for which television licenses are granted must be realistic in relation to the tremendous and other financial risks involved," the brief continued. "We request full and free access to television program material by line, kinescope and film from every possible source. We request that the CBC should not enter the commercial television field," it concluded.

Appeal London Fine On Bobby Driscoll

LONDON, Sept. 28.—An appeal from the £100 fine imposed on Bobby Driscoll, 12-year-old American film actor, was lodged here today and shooting on the RKO-Walt Disney production, "Treasure Island," continued. If Driscoll is not permitted to work, shooting on the film may be completed in France or Hollywood.

Fines in a like amount were also imposed on Driscoll's father and RKO-Walt Disney Productions, on the charge of permitting the child star to work without the consent of the Ministry of Labour.

AFM, Producers in Video Parley Oct. 6

James C. Petrillo, American Federation of Musicians' president, has invited film industry executives to meet with him in his office here on Oct. 6 for a discussion of television film production and its bearing on the employment of musicians.

A spokesman for Petrillo pointed out yesterday that the meeting will not be a negotiation parley, Petrillo having called the meeting solely for the purpose of "exchanging information" with companies producing films for television.

New Novel on Industry

Harold Robbins, cost analyst for Universal-International here, will have his second novel, "The Dream Merchants," published by Alfred Knopf Co. on Oct. 17. The novel is a history of the motion picture industry related through the experiences of fictional characters, encompasses the nickelodeon era and modern motion picture production. The book also describes inner workings of the financial and production problems that confront industry executives.

Reviews

"Strange Bargain"

(RKO Radio)

A MYSTERY-MELODRAMA of a muted sort, "Strange Bargain" is a neat job of film-making on a modest budget. As entertainment, Sid Rogell's production rises well above the unpretentiousness of its marquee values and theme, with credit for this going to director Will Price who wisely avoided the temptation to "dress up" a straightforward story with the showy cliches that all too often are permitted to sap the substance out of otherwise well-constructed melodramas.

Jeffrey Lynn and Martha Scott co-star as a married couple who reside in a nice middle-class neighborhood, but who live up to every penny of his modest, assistant bookkeeper salary. Mild-mannered Lynn gets discouraged from time to time, particularly when he realizes he cannot give his youngsters some of the extra things they want. He becomes the unwilling collaborator in company president Richard Gaines' ostensible suicide, the latter having informed Lynn earlier that he, Gaines, had lost all his funds but, being heavily insured, he would kill himself so that his wife and son could continue to live in the style to which they had become accustomed. Police detective Henry Morgan soon discovers that it was murder, not suicide. As the mystery increases, so does suspense. Thus, a surprise finale tops off a brisk 68 minutes with just the right touch. Miss Scott, Lynn and Morgan are ideally suited to their roles, and subordinate parts are handled nicely by Gaines, Katherine Emery, Henry O'Neill, Walter Sande and others. The screenplay, by Lillie Hayward, was based on a story by J. H. Wallis.

Running time, 68 minutes. General audience classification. Release date, Oct. 1.

CHARLES L. FRANKE

"Flame of Youth"

(Republic)

'TEEN-AGE CRIME is spotlighted by Republic in "Flame of Youth," for which associate producer Lou Brock recruited a cast of unknown youngsters who tackled their respective roles more with enthusiasm than histrionic ability. The screenplay, by Robert Libott, Frank Burt and Bradford Ropes, from a story by Albert DeMond, examines only the surface manifestations of the juvenile delinquency scourge and substitutes for an attempt to probe it causes some perfunctory references to parental failure. But there is enough action and pace in the film to keep audiences moderately interested, and, although it contributes little or nothing to the fight against youth crime, "Flame of Youth" does manage to provide some elements of entertainment.

The waywardness depicted by the youngsters ranges from horse-betting to robbery. Danni Nolan is cast as a high-school girl whose glamorous ambitions cause her to turn to petty thievery in company with some boys. Then she graduates to organizing a betting syndicate with tough-guy Tony Barrett who later persuades her to join him in a robbery. Meanwhile, they exert a corrupting influence on some other boys and girls, but the authorities finally begin to straighten out the youngsters with Miss Nolan's capture and confession. Other players include Barbra Fuller, Ray McDonald, Carol Brannan, Anita Carrell, Michael Carr and Don Beddoe. R. G. Springsteen directed.

Running time, 60 minutes. General audience classification. Release date, Sept. 22.

C. L. F.

"Arctic Fury"

(Plymouth Productions—RKO Radio)

THE raw thrills inherent in any story about a lone man pitted against the more violent features of nature are provided in abundance in "Arctic Fury," a modest effort in the semi-documentary vein. This picture will have rich appeal for youngsters, and its many scenes of Arctic animals at play, in combat and at work in the Northernmost region of Alaska should have the kiddies gaping in wonderment and excitement. What is more, adults should receive the film as a welcome departure from the general run of screen fare.

Produced by Boris Petroff for Plymouth Productions, the screenplay was written by Charles F. Royal from a story by co-director Norman Dawn. Recounted at a brisk clip are the struggles against the fury of the North-country undergone by a physician after his plane crashes into an iceberg during one of his wilderness missions. The virtually unarmed doctor, his outer garments sacrificed, is forced to battle polar bears, icy waters, a cougar, savage musk-ox, a forest fire and a pack of hungry wolves before he is rescued. In these sequences lies some fine material for exploitation.

To directors Dawn and Fred R. Feitshans, Jr., goes credit for the stamp of authenticity which the rather far-fetched adventures have. Liberally endowed with scenes of ice-caps, snow slides, angry waters and blizzards—some quite breathtaking—the picture includes footage taken from the film, "Tundra." Del Cambre plays the doctor; others in the cast are Eve Miller, Gloria Petroff and Merril McCormick. Don Riss provides a running commentary.

Running time, 61 minutes. General audience classification. For October release.

C. L. F.

Rashbaum Moves Up

Cris Rashbaum has been named Eastern sales representative of Paramount TV stations KTLA, Los Angeles, and WBKB, Chicago. Rashbaum has been assistant representative in the New York sales office for the past two years.

Ask UA Theatre Tax Cut

DETROIT, Sept. 28.—An appeal by the Bagley Land Co. for a $300,000 reduction in the present tax assessment of $1,600,000 on the United Artists Theatre and office building here is under study by the State Tax Commission.

Loop Play-off

(Continued from page 1)

downtown run and the first, second and third wave of outlying runs. After that, a film has only scattered bookings in smaller situations for about two or three more weeks. It is within the five-week period, distributors say, that the rental cream is earned. They further contend that the decree has developed into a "feast or famine" proposition both for theatres and distributors.

One week, three or four top films are made available after the Loop run to outlying houses, while on an alternate week only about one film is available. In the "feast" week, the outlying runs collectively negotiate for the top grossers, with little negotiations for the lesser ones. For the "famine," or one film week, if the film is a box-office winner, it usually ends up as a saturation booking, with the rest of the subsequents, unable to win the bid or obtain negotiation, picking up one of the prior week's releases, which they necessarily were forced to pass.

At present, the Loop set-up is this: Balaban and Katz operates five theatres and are releasing films every two weeks; RKO has two houses, the Palace and Grand, the latter playing long runs; The Woods and Oriental (Essaness) are also long runs. There are about 15 films released each month for the downtown sector.

There are now about 25 theatres, exclusive of drive-ins, which are playing first subsequent run. Some of these houses occasionally alternate between first and second run, depending upon their negotiations with distributors.

Wyler Wants More

(Continued from page 1)

lowed by "Detective Story" and either Thomas Wolfe's "Look Homeward, Angel" or Mitchell Wilson's "Live With Lightning." Wyler said "The Heiress" was the first picture to be delivered to Paramount by either himself, George Stevens or Frank Capra under the deal of two years ago which accompanied the sale of their Liberty Films to Paramount. The deal calls for five from Wyler, four from Stevens and three from Capra, with no time limit specified. Wyler termed his own production schedule his "most ambitious to date."

Paramount advertising-publicity director Max E. Youngstein, Wyler said, "is doing lots of things that are unique" from a promotional standpoint in connection with "The Heiress." The producer said he regarded Youngstein's opening of the campaign a few months ago with conferences with circuit advertising executives on promotional possibilities as having been of particular advantage.

Tunick, Craddock In New E-L Posts

Gene Tunick has been named Indianapolis branch manager for Eagle-Lion Films, effective tomorrow, by William J. Heineman, distribution vice-president. Tunick, who is presently sales manager in E-L's New York exchange, was before that a salesman for RKO Radio in Cincinnati.

In Indianapolis, Tunick will replace Gordon Craddock, who will shift his headquarters to Houston and work out of the Dallas exchange on orders from his doctors, who have advised a warmer climate for reasons of health.

Fabian on Video

(*Continued from page 1*)

pass them by. "Theatre television is ready enough today," Fabian declared. "Who knows," he asked, "whether it will be available to us if we wait until tomorrow while others develop television to their purpose today?"

"Like the broadcasters, we must get started now—right away," Fabian urged, "and establish the new industry of theatre television. "We can't afford to wait for the future in television—or there may be no television future for us."

Also addressing the open forum was Terry Ramsaye, consulting editor of MOTION PICTURE DAILY and *Motion Picture Herald,* who declared that he has no "expectation that there is anything that can be put over the wires or broadcast by television that will keep the live American at home—if he can find any place interesting to go."

The exhibitor's job then, Ramsaye pointed out, is to make his theatre an interesting place to which entertainment seekers can go. That job "can be done, as it has been done by capable exhibitors," he declared.

Decries TV Competition

"There is no opinion on the part of the exhibitors who have had the most contact with television as it has so far been demonstrated that it has been or is likely to be importantly invasive," Ramsaye said.

"As for the future," he added, "they see little probability that television produced especially for the theatre can supply either a flow of commanding spot events, or a flow of product which can compete with the motion picture which, today, on the 'A' level, costs about $10,000 a minute. It is unlikely, too, that the advertisers who are expected to support television in the home will ever spend that kind of money to sell their goods."

George M. Petersen, drive-in consultant and engineer, encouraged the erection of first-class drive-ins to discourage the "quick-dollar boys" from trying to crowd the field. "Too many drive-ins," he stated, "have been definitely lacking in eye appeal, appearing to have been erected for 'this year's business,' with no thought of future developments." He said that the real money-makers among drive-ins are the 500 to 700 car operations in communities from 35,000 to 50,000 populations.

Sees No Tax Cut Now

Congressman Carl T. Curtis of Nebraska warned the dealers and theatre people that they should not expect any reduction in Federal excise taxes this year. He said the industry should see, however, that it is not left out when taxes are reduced in other fields.

Exhibitors, theatre operators and spectators crowded the Stevens Hotel grand ballroom to witness the RCA "instantaneous television" demonstration on a 20 by 15 foot screen. This was received with unanimity as a successful operation. The board of directors of both TESMA and TEDA voted today that next year's joint meeting would definitely be held in Chicago.

Dunlap's 1st for 1950

HOLLYWOOD, Sept. 28. — Producer Scott R. Dunlap's first Allied Artists production on his 1949-50 schedule will be "Land of the Sky-Blue Waters," it was announced here by Steve Broidy, company president. Dunlap will produce the picture in Hollywood prior to his departure for England, where he will do another for Allied Artists.

Review

"Trapped"

(Eagle-Lion)

AS another in the cycle of films paying tribute to the exploits of government agencies, Eagle-Lion has turned to the Treasury Department to depict the activities of its Secret Service branch in tracking down counterfeiters. The picture is presented in the familiar, documentary-style format, but the story is taut and the action brisk. The action-thriller stands up well in its category.

Lloyd Bridges makes a convincing underworld charatcer, replete with sinister facial expressions and itchy trigger. When a flood of bogus currency starts, Secret Service agents allow Bridges, a former counterfeiter, to make a prison break so that they might trace him to his old haunts. The story builds suspense as the Secret Service men perform the delicate task of trailing their quarry, carefully bolstering his assurance, and finally, at the precise moment, closing in on the entire ring. John Hoyt offers a good characterization as the Secret Service agent who masquerades as a shady character, thereby infiltrating the inner circle of the ring. Barbara Payton provides the feminine angle as the hapless girl who is in love with Bridges.

There is no shortage of gunplay and fisticuffs, some of it on the brutal side, in this Bryan Foy production. Richard Fleischer directed the muscular story and screenplay, by Earl Felton and George Zuckerman, in driving style. Others in supporting roles include James Todd and Russ Conway.

Running time, 78 minutes. Adult audience classification. For October release.

MANDEL HERBSTMAN

Telecasters Attack Video Film Quality

Telecasters had numerous complaints on motion pictures and film transcriptions for video at the forum on film problems sponsored by the Society of Motion Picture Engineers on Tuesday night at National Broadcasting studios here. And, according to participants at the session, film industry representatives replied that most of the difficulties involved the "expenditure of dollars and cents." Ralph B. Austrian, television consultant, was moderator at the forum.

It was said following the meeting that with newer and better equipment for kinescope recording, with more expensive films specially produced for video, and with newer motion pictures (instead of those made in the early 1930's), the telecasters would preclude many current headaches in the use of films.

It also was pointed out that film transcriptions are temporary, and will be largely eliminated when short wave and coaxial cable relays cover the country.

Among those at the forum were: William Rivers, SMPE; J. A. Maurer, Precision Film Laboratories; William Steiner, American Society of Cameramen; Ted Gaski, Pathe Laboratories; Clyde Keith, Western Electric; William McCord, DuMont Laboratories, and William Morris, television director of the Biow Advertising Agency.

Favor Universal in Marston Litigation

Litigation between Marston Pictures, Nat Goldstone and Universal, relating to the motion picture "Casbah," has been concluded and disposed of as follows, according to "U":

A judgment has been entered in favor of Universal and against Marston on Marston's complaint for damages; a judgment has been entered in favor of Universal and against Marston on Universal's counter-claims against Marston; a stipulation has been filed providing for the default by Marston, Goldstone and Tony Martin in Universal's action for foreclosure of all interests of the above parties in "Casbah." Universal was represented by Joe Dubin of the law firm of Schwartz, Tannenbaum, Ziffren and Steinberg.

Meiselman Appeals Injunction Refusal

CHARLOTTE, Sept. 28.—Appeal is being taken from the decision of Federal Judge Wilson A. Warlick to refuse a preliminary injunction in H. B. Meiselman's suit against seven distributing companies and Wilby-Kincey. Notice of the appeal has been filed with U. S. Court Clerk Charles Rhinehart. The case will be reviewed by the Fourth Judicial U. S. Circuit Court of Appeals.

A session of the Court of Appeals is scheduled for Charlotte in January. Whether or not the Meiselman case will be heard at that time has not been determined.

Meiselman's case is an anti-trust suit against Warner Brothers, RKO-Radio, Paramount, United Artists, Universal, 20th Century-Fox, and Columbia Pictures, and the Wilby-Kincey Service Corp.

Meiselman is the owner of the Center Theatre. His suit charges the distributors and the theatre circuit with conspiring to route first-run "A" films to downtown Charlotte theatres.

Judge Warlick's decision, made public on Sept. 12 did not decide the issue. It merely denied the injunction. The issue must ultimately be decided by a jury in U. S. District Court.

The appeal will seek to reverse Judge Warlick's stand on issuing the injunction. If the Circuit Court of Appeals upholds the Warlick decision, the case is still not decided until jury trial.

Judge Warlick's decision stated in part: "It is my studied judgment that none of the defendants has agreed, contracted, combined, or conspired with any of the other defendants. . . . I am satisfied that at this time a preliminary injunction should not be granted."

Book on Film Careers

Sheridan House, New York, will publish next Tuesday "Your Career in Motion Pictures—Television—Radio," edited by Charles Reed Jones, veteran industry advertising-publicity executive. Chapters have been contributed by 29 stars and professional leaders who offer to aspiring artists and production workers personal advice and information in their specialized fields.

Damages Proof

(*Continued from page 1*)

curred a specific amount of damages or none could be awarded.

Undecided on Appeal Of Dipson Dismissal

BUFFALO, Sept. 28.—Attorney Louis Borins who, with Dwight Campbell, Jr., represented Dipson theatres, today said he will study Federal Judge John Knight's opinion and dismissal of Dipson's anti-trust suit against a group of distributors, Buffalo theatres and Vincent R. McFaul, general manager, before deciding whether to file an appeal.

Judge Knight in dismissing the suit said: "There is no evidence of any threats to deprive plaintiff of any first-run features at the Century, or prior showings at the Bailey and no evidence that plaintiff offered any of the defendants more favorable terms than its competitor."

M-G-M Survey

(*Continued from page 1*)

tions between M-G-M representatives and exhibitors show only that those who operate both types of houses claim there is no competition from the drive-in and the operators of regular houses claim there is.

The only set policy which the company has adopted on drive-ins concerns first-runs; first availability will go to the downtown standard house over the drive-in, regardless of the latter's potential rental. Downtown openings mean the new films start off from a central point and, additionally, serve merchandising purposes, the company feels.

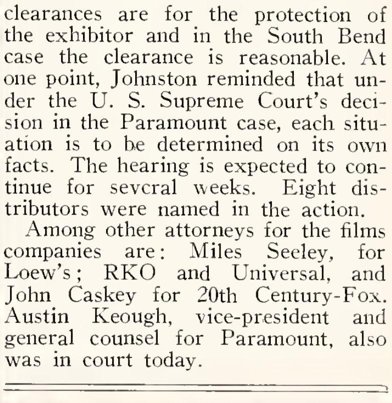
Attorneys for some other distributors have taken the position that first runs for drive-ins are, in a manner, discriminatory in that they would deprive non-automobile owners of an opportunity to see new product at an early date.

Drive-in Hearing

(*Continued from page 1*)

clearances are for the protection of the exhibitor and in the South Bend case the clearance is reasonable. At one point, Johnston reminded that under the U. S. Supreme Court's decision in the Paramount case, each situation is to be determined on its own facts. The hearing is expected to continue for several weeks. Eight distributors were named in the action.

Among other attorneys for the films companies are: Miles Seeley, for Loew's; RKO and Universal, and John Caskey for 20th Century-Fox. Austin Keough, vice-president and general counsel for Paramount, also was in court today.



BANKING FOR THE MOTION PICTURE INDUSTRY

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MEMB FEDERAL DEPOSI NSURANCE CORPORATI

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PRESENTS

Pinky

ENTERS THE
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THE ALL-TIME
SCREEN GREATS

TODAY

EXTENDED RUN
PRE-RELEASE
ENGAGEMENT

RIVOLI

NEW YORK CITY

WATCH IT!

20TH CENTURY-FOX

"**PINKY**" Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN · starring JEANNE CRAIN · ETHEL BARRYMORE · ET
WATERS · WILLIAM LUNDIGAN with Basil Ruysdael · Kenny Washington · Nina Mae McKinney · Griff Barnett · Frederick O'N
Evelyn Varden · Raymond Greenleaf · Screen Play by Philip Dunne and Dudley Nichols · Based on a Novel by Cid Ricketts Sum

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 64 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 30, 1949 TEN CENTS

Ascap to Bill Telecasters For $400,000

Board Approves Pact Extension for 15 Days

Ascap would collect some $400,000 in television royalties, retroactive to Jan. 1, 1949, under terms of a tentative agreement reached by the Society and video broadcasters, according to trade estimates of time billings for the first eight months of the year.

The formula for Ascap's collections from AM broadcasters will be applied to television, plus a mark-up of 10 per cent. Thus, Ascap will collect 2¾ per cent of network time expenditures and 2¼ per cent from independent stations, less the usual deduction

(Continued on page 3)

Blumberg Sees Top Year for UK Films

The coming film year will be the greatest in the history of British pictures here, Nate J. Blumberg, Universal president, asserted yesterday at a 21 Club luncheon for press representatives, marking the first anniversary of the run of Laurence Olivier's "Hamlet" at the Park Avenue Theatre. On the occasion Blumberg received, on behalf of J. Arthur Rank, a scroll award from the motion picture department of New York University.

Blumberg said that Rank's "Christopher Columbus" will have the biggest international opening of any pic-

(Continued on page 3)

NJ Allied to Meet Oct. 11 on 'P.R.'

Allied Theatre Owners of New Jersey will meet Oct. 11 at the Newark Athletic Club, Newark, to instruct its delegation to the Oct. 24-26 Allied States convention in Minneapolis on the industry public relations program, and to conduct other business.

The Oct. 11 meeting will be the first to be presided over by Jersey Allied president Wilbur Snaper since he assumed office on Sept. 15 at the organization's 30th annual convention.

Paramount New Season Sales Triple Last Year to Date, Schwalberg Says

A. W. Schwalberg

Feature deals reported by Paramount's sales staff for the 1949-50 season thus far have tripled the number of contracts turned in last year for the corresponding period, A. W. Schwalberg, vice-president and general sales manager, reported yesterday.

Pointing out that selling this season has started off with and has maintained the fastest pace in many years, the Paramount sales chief added that despite competition from various other entertainment forms, talk in some quarters of "recession" and the unsettled international situation, reports from the field indicate that the industry, judged by current Paramount sales, is in an extremely healthy condition.

TOA Heads to Meet In Early November

Theatre Owners of America executive committee is slated to meet during the first week in November, TOA executive director Gael Sullivan reported here yesterday following his return from Washington and Chicago.

Reason for the considerable lapse of time between the executive committee meeting and the organization's national convention, which concluded Sept. 15, is that TOA regional units all over the country are required to act on various convention resolutions and submit recommendations for the consideration of the executive committee.

Sullivan reported that TOA television attorney Marcus Cohn, Fabi-

(Continued on page 2)

10-17½c Pay Raise For Phila. Workers

One thousand Philadelphia film theatre cashiers, doormen, ushers, porters and cleaners will collect 10 cents an hour retroactive pay for the year ended Aug. 6 last, with a boost to 12½ cents during this year and 17½ cents during next year, under three-year contracts providing for vacations which have been signed by IATSE, the union's headquarters here disclosed yesterday.

Last spring the theatre workers rejected a proposal to switch affiliation to District 50 of United Mine Workers of America. Employers involved are the Warner, Paramount and Fox circuits and Theatre Cleaning Service, a sub-contractor.

"Pinky"

[20th Century-Fox]—Race Theme as Drama

Opening at the Rivoli Theatre yesterday under rainy conditions "Pinky" grossed $5,800 by 6 p.m., the house's biggest matinee in 10 years. The storm cut evening receipts, but the day's total, $8,000, was bigger than other recent 20th-Fox high-grossers, including "Come to the Stable" and "Snake Pit."

THE high expectations aroused by Darryl F. Zanuck's "Pinky" have been handsomely fulfilled. With boldness and imagination, Zanuck has turned a contemporary social problem into first class screen entertainment.

"Pinky" is the story of a girl who passed for white but through some inner urgency returned to her birthplace in the South to reassert her identity. A fine cast has been assembled for the proceedings, headed by Jeanne Crain in the title role, and including Ethel Barrymore, Ethel Waters and William Lundigan. Elia Kazan has directed the somber theme with clarity and candor, bringing out some extraordinary portrayals.

Once Miss Crain returns to a dilapidated little cabin to visit her grandmother she rediscovers what it means to be a Negress in an environment of prejudice. Indignities are visited upon her, she becomes the victim of an attempted rape and every crude effort is exerted to break her spirit.

A professional nurse, Miss Crain is engaged to a promising young

(Continued on page 3)

'Big 5' Still Paying for Arbitration

Up to Date on Levies Despite Uncertainties

Although the American Arbitration Association has not handled a new motion picture theatre case since the early part of this year, the five major distributors are continuing with the service, for the time being at least, at a cost of $25,000 per month, all of them paid up to date.

However, the fate of the AAA film section still is uncertain in view of the divorcement opinion of New York Federal court in the industry anti-trust suit, the companies having relied a good deal on the argument that the system of arbitration precluded the

(Continued on page 3)

Colosseum Talks in N. O. End in Impasse

The second series of negotiations between representatives of 11 distributors and the Colosseum of Motion Picture Salesmen of America has ended in a deadlock, as did the first.

Upon returning to New York yesterday from New Orleans, where the second series was held during the past week, representatives of the companies reported that no new wage or expense grants agreements have been reached, notwithstanding participation in the negotiations by a Federal mediator.

A third series of meetings between union and management representatives will be held shortly, it was indicated.

Skouras Would Take Theatres for Stock

Los Angeles, Sept. 29.—Negotiations have been opened by Charles Skouras, National Theatres president, with M. J. Naify, head of Golden State Theatres, San Francisco, for withdrawal of the former from Golden State. Skouras returned here recently from a meeting with Naify at which the National Theatres head reportedly offered to trade his stock in Golden State for neighborhood theatres of the circuit.

No agreement was reached and further meetings are expected to be held.

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, will be back at the home office here on Monday after a Coast visit.

•

G. S. EYSSELL, president of Rockefeller Center and Radio City Music Hall, will be host on Wednesday afternoon to WILLIAM WYLER, producer-director of "The Heiress," at the Radio City Music Hall studio apartment.

•

GEORGE J. SCHAEFER, Stanley Kramer Productions sales manager, is en route from Hollywood to New York, and is expected here Monday.

•

DAN MICHALOVE, vice-president of National Theatres, returned to New York yesterday from Milwaukee.

•

ARTHUR W. KELLY, United Artists executive vice-president, will leave here today by plane for London.

•

DARRYL ZANUCK, 20th Century-Fox production chief, has left here for the studios.

•

MARY PICKFORD is expected in New York from the Coast next week.

Frank Rogers Dead In Florida; Was 74

Frank Rogers, 74, president of Florida State Theatres, died at his home in Tampa, Fla., last Sunday after an illness of three years, it was learned here yesterday.

An industry veteran, Rogers became associated in 1914 with E. J. Sparks Enterprises, which later became Florida State. He became president of the circuit, which operates 105 theatres in 35 cities, in 1940, when Paramount acquired it from Sparks. Leon Netter, Paramount Theatres vice-president, took over active charge of the circuit recently.

Jack Bannan Dies, 'U' Branch Manager

John F. (Jack) Bannan, 49, Universal branch manager in Milwaukee, died at his home there Wednesday night of a heart attack, the home office announced.

Bannan joined Universal as branch manager in Cincinnati in 1941. In 1945 he was transferred to Chicago as branch manager and in 1947 to Milwaukee in the same post. He is survived by his wife, Lea, and three children. Before joining Universal he was with the Paramount Theatres home office staff.

Smith's Father-in-Law

MEADVILLE, Pa., Sept. 29.—Dr. Frank A. Clawson, 71, father-in-law of A. W. Smith, Jr., vice-president and general sales manager of 20th Century-Fox, died here yesterday following an operation. Dr. Clawson had been a practicing physician in this city for many years.

Buffalo Houses Raise $1,382 in Polio Drive

Buffalo, Sept. 29.—A check for $1,382.50, representing collections taken in motion picture theatres to aid Buffalo victims of polio, will be turned over tomorrow to the Buffalo and Erie County chapter of the National Foundation for Infantile Paralysis by Myron Gross, chairman of the theatre division and chief barker of the local Variety Club.

Ansco Moves Balch To Top Sales Post

William Balch, formerly Eastern regional sales manager for Ansco, has been promoted to general sales manager, it is announced by William Forrestal, General Aniline & Film Corp. vice-president in charge of Ansco and Ozalid.

Balch, who succeeds Carl W. Priesing, joined the sales force in 1936 and four years later became field supervisor. In 1942 he was promoted to the position of branch administrator and was advanced to New York district sales manager.

Rhodes Heads Circuit Of 14 Drive-ins

ATLANTA, Sept. 29. — Herman (Dusty) Rhodes, for the past eight years head of the booking department of Georgia Theatres, with headquarters in Atlanta, has been appointed general manager of Drive-in Theatres, which operates 14 in Georgia, Florida and North Carolina. Rhodes replaces Jack Elwell, who resigned from the company recently.

Extend Filing Time In Griffith Case

OKLAHOMA CITY, Sept. 29.—Judge Edgar S. Vaught has extended until Dec. 1 the deadline for the government to submit its trial brief, proposed findings of fact, and conclusions of law and the proposed decree in the Griffith anti-trust case.

Technicolor Suit Quiz Set for Nov. 7

WASHINGTON, Sept. 29.—New date for the pre-trial conference in the government's anti-trust suit against Technicolor is Nov. 7. It was originally set for Sept. 26, but both parties asked for more time.

Honan Retires Today

HOLLYWOOD, Sept. 29.—Dr. E. M. Honan, engineering manager of the Electrical Research Products division of Western Electric Co. here, retires today after 30 years with Western Electric and Bell Telephone Laboratories. Since 1930, Dr. Honan's activities have been devoted to sound research and development work in the motion picture industry.

Lehmans, Ehrman Sell RKO Shares

WASHINGTON, Sept. 29.—Frederick L. Ehrman and Lehman Bros., of which he is a partner, sold 6,835 shares of RKO common early last month, according to a report issued by the Securities and Exchange Commission today.

The report, on trading by officers and directors in film company stocks, covered the month of August. It showed that Ehrman sold 2,000 shares in three blocks, leaving himself with 1,000 shares, while Lehman Bros. sold 4,835 shares in five blocks, the firm's total holdings. All transactions took place between Aug. 1 and Aug. 5.

Preston Davie sold 1,200 shares of Universal common and bought 200, a net drop of 1,000 shares, leaving him with 2,409 shares. Percy B. Eckhardt acquired 400 shares of 20th Century-Fox common, giving him 500, but his trust account distributed its entire holding of 1,200 common shares.

At Columbia, vice-president Jack Cohn gave away 500 common shares, dropping his personal holdings to 48,568, while his trust accounts bought 200 shares, bringing their total to 19,357 shares. Herman Rifkin bought 500 shares of Monogram common, and now holds 17,085 shares in his own name and another 11,825 through Monogram Pictures, Inc.

Jay Emanuel bought 500 shares of Trans-Lux common, and now owns 8,000 shares. Herbert E. Herrman acquired 700 shares during the last two months through a special partnership. He holds 5,000 shares in his own name.

Louis B. Mayer reported himself owning 11,900 shares of Loew's common on Aug. 8.

Realart Sales Meet Here Oct. 25-26

Realart Pictures will hold its second annual sales convention here on Oct. 25-26 at the Hotel Warwick. Attending the meeting will be franchise holders, stockholders and home office executives.

NTFC Elects Officers

Officers elected at the second annual election of the National Television Film Council, held at the Brass Rail last night, were: Melvin L. Gold, president; William S. Roach, vice-president; Sallv Perle, secretary; and Ed Evans, treasurer. Eleven members were also elected to the board of directors.

Acquires U.S. Rights

Oxford Films has acquired American distribution rights to "Fame Is the Spur," British film version of Howard Spring's novel, starring Michael Redgrave. Filippo del Guidice supervised production for Two Cities Films and Roy Boulting directed.

Deitch in Florida Post

JACKSONVILLE, Sept. 29. — Joe Deitch, formerly with Paramount Theatres in New York, will supervise film buying and booking for Florida State Theatres here.

TOA Heads to Meet

(*Continued from page 1*)

an Theatres television consultant Nate Halpern and Paramount secretary Robert O'Brien conferred here yesterday with a view to developing a new approach which would serve to stimulate the Federal Communications Commission into setting an early date for theatre television hearings. They agreed, Sullivan said, that their end could be gained by getting all the individual TOA regional units to submit supplementary briefs to the FCC citing the need for theatre television in the various localities.

Harry Nace and Son Quit Paramount Posts

PHOENIX, Ariz., Sept. 29.—Harry L. Nace has resigned as president of Paramount-Nace Theatres, and Harry L. Nace, Jr., has resigned as general manager. George M. Aurelius succeeds the elder Nace as president.

The Naces will now devote full time to the operation of Harry L. Nace Theatres, following their separation from Paramount.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Ingrid BERGMAN . Joseph COTTEN . Michael WILDING
in ALFRED HITCHCOCK'S
"UNDER CAPRICORN"
Color by TECHNICOLOR
A Transatlantic Picture
Presented by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
"My Friend Irma"
A HAL WALLIS Production starring
JOHN LUND • DIANA LYNN
DON DeFORE • MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
in Person
DEAN MARTIN and JERRY LEWIS
plus FOUR STEP BROS.
CAROLYN GREY
Extra Added Attraction
DICK STABILE AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

JOHN WAYNE
"THE FIGHTING KENTUCKIAN"
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

RICHARD CONTE . VALENTINA CORTESA . LEE J. COBB
"THIEVES' HIGHWAY"
A 20th Century-Fox Picture
ON VARIETY STAGE—Ed. Sullivan —his
"TOAST of the TOWN" TELEVISION REVUE
"HARVEST MOON BALL" WINNERS
Plus Big Ice Show!
ROXY 7th Ave. & 50th St.

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Ascap-Video

(Continued from page 1)

covering agency commissions and transmission charges, but plus the 10 per cent.

Figuring in the lower rate for sustaining programs, Ascap's net collections will come to about 1.8 per cent of gross time expenditures in television, it is estimated.

Video time expenditures from last Jan. 1, date of the new contract, and Oct. 1 are figured at over $20,000,000 by some in the industry. Ascap's cut, they say, would be close to $400,000.

While Ascap and the telecasters have agreed on the terms for blanket licensing, some independent stations are insisting on licensing on a per-program basis; terms for this method are now the subject of separate negotiations.

Actual signing of the pact is expected within a few weeks. Ascap's membership has authorized its board of directors to negotiate a two-year deal, beginning last Jan. 1. If a longer contract is sought, the membership would have to approve it by an 80 per cent vote.

The Ascap board at a meeting here yesterday agreed to a 15-day extension of the current working arrangement with the telecasters beyond the Oct. 1 deadline to allow both sides to wind up details of the new pact. Under this accord, Ascap would allow its music to continue to be used on television with the understanding that contract, when finally negotiated, would be retroactive to last Jan. 1.

"Pinky"

(Continued from page 1)

white doctor in the North but in a crucial moment he proves that his love for her is not based on a conviction of racial equality but rather a feeling of tolerance. With quiet dignity, Miss Crain decides to remain permanently with her own people in the South.

THE picture is one of strong box-office stature. Obviously, there are certain sections of the country where theatremen will have to consider community feelings on the subject in booking the picture.

The screenplay by Philip Dunne and Dudley Nichols reaches its climax when an effort is made to take away from Pinky a mansion willed to her by a wealthy landowner. There ensues a courtroom scene in which Pinky is dragged through bigotry-inspired scandal but she finally wins her case and turns the mansion into a welfare home for children.

There is a feeling that some sequences could have been more fluidly integrated into the development of the entire story, but this is but a minor point in light of the picture's power and effect. Miss Crain's focal role is a sturdy one dramatically, and she handles it capably. Lundigan, in the more conventional role as her fiance, performs with equal competence. Miss Barrymore turns in an acting triumph as the stern, eccentric landowner who wills her estate to Miss Crain in gratitude for her services as a nurse. In her characterization of the illiterate grandmother, Miss Waters is outstanding, projecting tragic meaning and a real measure of sympathy. The picture took courage to make and all concerned can be rightfully proud. The story was based on the novel by Cid Richetts Sumner.

Running time, 102 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMAN

Blumberg Sees

(Continued from page 1)

ture in U-I's records. Thus far, some 159 theatres in the U. S. have booked the picture for day and date openings Oct. 12. The number is expected to reach 200. Other Rank pictures cited by Blumberg were "The Blue Lagoon," "Astonished Heart," and "Madeleine."

A cable received from Rank expressed appreciation for the citation. He said in part: "I believe this occasion, and this film, help us to understand each other."

Dean Thomas Clark Pollock of NYU, made the scroll presentation and hailed the film as a "work of art."

Joseph H. Seidelman, Universal vice-president, was chairman of the luncheon.

Arbitration

(Continued from page 1)

need for divorcement. With divorcement called for, the question of whether the AAA service should be continued remains unanswered by the companies.

Some film company lawyers believe that arbitration is tied in with the matter of appeals from the New York decision, that the same argument which holds that the systems makes divorcement unnecessary, might be carried to the U. S. Supreme Court. In that event, of course, the arbitration system would continue in existence until the ultimate disposition of the case and might remain permanently if the divorcement decision is reversed.

None of the five companies which sponsor the system has told AAA of any plans, one way or the other.

AAA officials say they are unable to explain the lack of any new cases with certainty, but feel that a possible reason is that attorneys for exhibitors are awaiting the final developments in the trust case before taking action.

Only seven cases were processed since the New York Court, in its decree of Dec. 31, 1946, made no provision for the arbitration system. At that time the five companies agreed to continuance of the service on the condition that all theatres which could be affected by a decision actually intervene in the hearings.

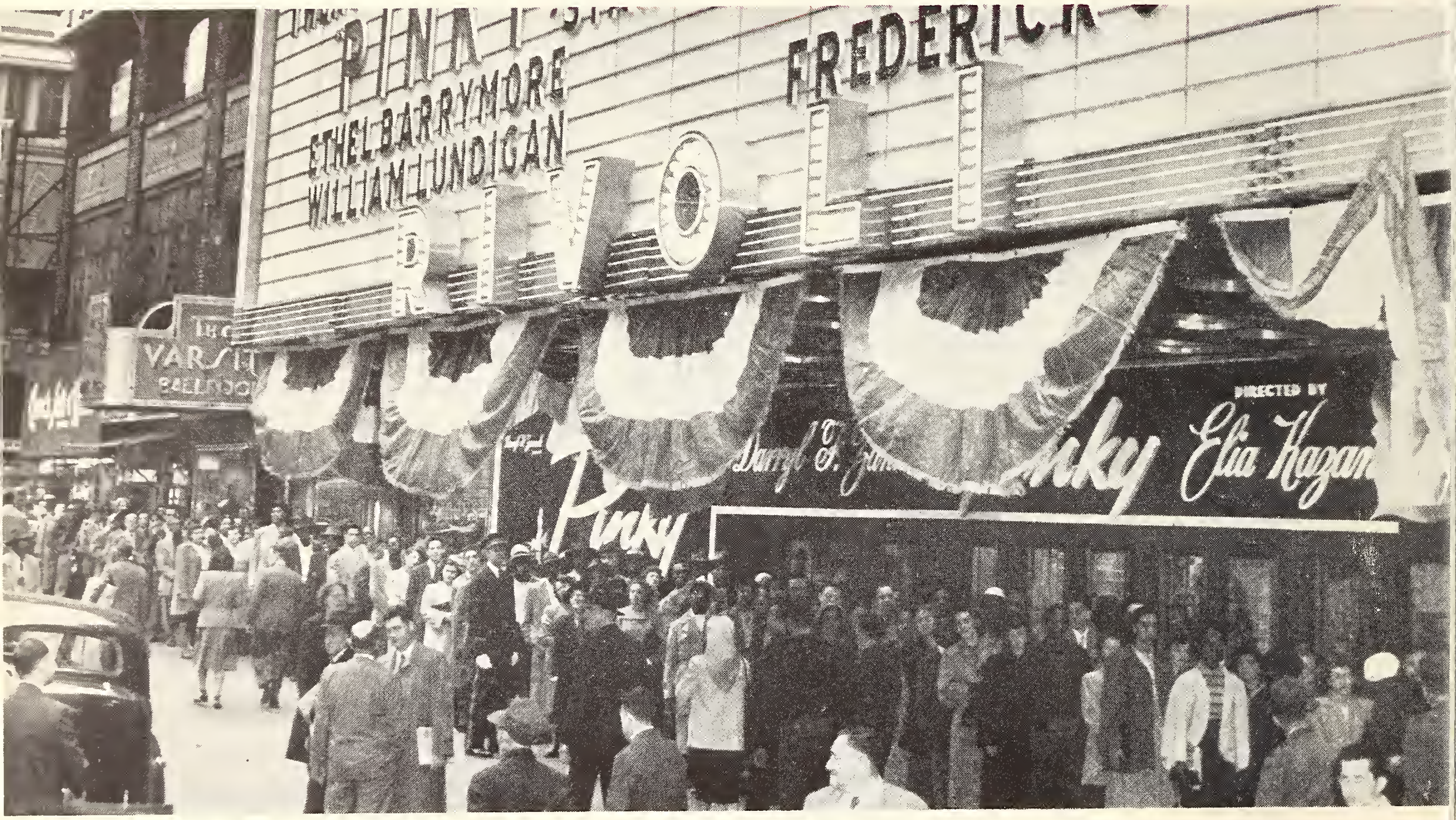
Still dormant are 12 complaints filed before the 1946 decree, four of these in New Orleans. These have not been acted upon because the complainant exhibitors subsequently decided not to press the cases or because of numerous postponement requests.

get set!

TASK FORCE IS HITTING LIKE A TASK FORCE HITS! . . . . AND AGAIN YOU KNOW WARNERS ARE GEARED TO GO!

"TASK FORCE" STARRING GARY COOPER WITH JANE WYATT · WAYNE MORRIS · WALTER BRENNAN
Written and Directed by DELMER DAVES · Produced by JERRY WALD
Original Music by FRANZ WAXMAN
WB

TIME: 8:22 A.M.


PINKY
ETHEL BARRYMORE
WILLIAM LUNDIGAN
FREDERICK
RIVOLI
VARSITY BALLROOM
Pinky
DIRECTED BY
Elia Kazan

EVENT:

THE 'PINKY' OPENING

AT THE RIVOLI, N.Y.C.

20th CENTURY-FOX

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